

# *Southern* HARDWARE

FEBRUARY

1957

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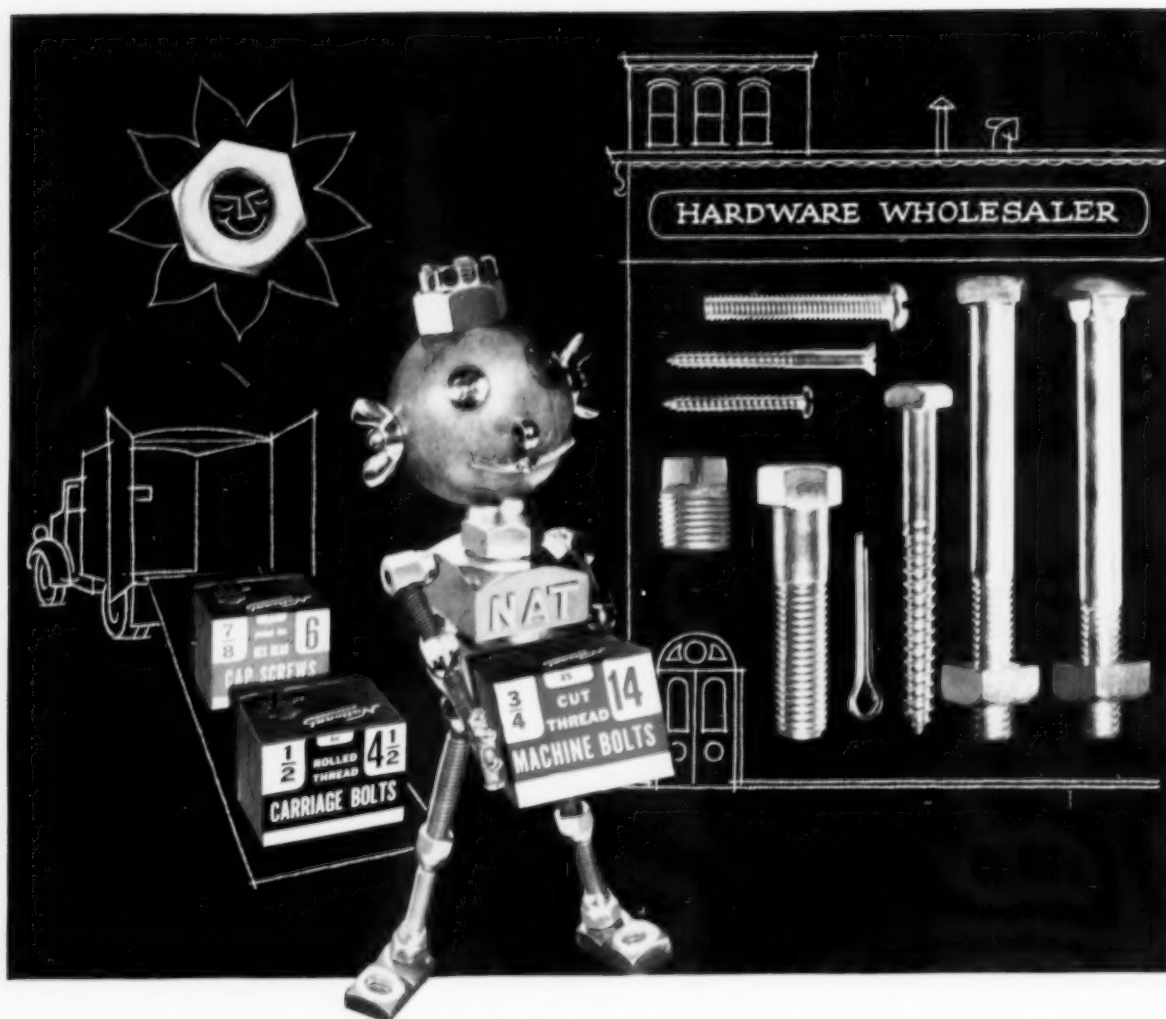
Including the SOUTHERN FARM EQUIPMENT Section



AMERICA'S MOST SALABLE LAWN AND GARDEN TOOLS will be advertised all Spring ... and nationwide ... in the garden pages of leading Sunday newspapers. Are you ready? Check your stock. Order the items you need from your GREEN THUMB supplier. Mass display them for best results.

*Green Thumb*®

THE UNION FORK & HOE CO., COLUMBUS 15, OHIO



## "NAT" STANDS OUT with the most complete line

You can simplify ordering and stock handling, and still sell your customers the most complete line of high quality fasteners. National makes it possible.

Handling is easier with National's uniform packaging. Labeling is big and bold and color-coded for quick on-shelf identification and selection. All in all, your stock of National fasteners in the trim red and black boxes makes a much better looking, more smartly businesslike fastener department.

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Ask Your Distributor . . . He Knows



### THE NATIONAL SCREW & MFG. COMPANY

Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.  
3423 South Garfield Ave. • Los Angeles 22, Cal.



CHESTER  
HOSE



HOSE  
CHAINS

SOUTHERN HARDWARE is published monthly at 116 E. Crawford St., Dalton, Ga., by W. B. F. South Publishing Company, Dalton and Atlanta, Georgia. U. S. A.  
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**Volume 126**

**Number 2**

Postmaster, Send notices by Form 3529 to 806 Peachtree St., N. E., Atlanta 8, Ga.



## How Stormproof can a Barn Roof be?

A roof can truly lock out stormy weather when covered with Bethlehem Stormproof galvanized steel roofing. Bethlehem advertising in *Progressive Farmer* and *Southern Planter* is constantly pounding this message home to farmers throughout your trading area. Winter will soon be retreating, and prospects will soon be needing Stormproof sheets for repairs and new construction. Are you adequately stocked up?

BETHLEHEM STEEL COMPANY, BETHLEHEM, PA.



presenting *Evans*

# POWER-TAPE



Gently press the colored button...  
blade returns smoothly... you control the speed.  
Release the button... blade stops instantly.

Here it is... a completely new principle in steel measuring tapes—Controlled-Speed Blade Return—The greatest single mechanical improvement in steel tape history. No more pushing blade back into case, no blade "creep," no lost measurements.

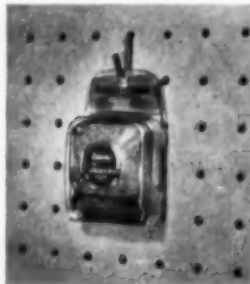
And new "Power-Tape" has all the other best-selling Evans quality features, too. Heavily chrome-plated case, new giant sliding end hook for 100% accurate inside-outside measuring, white Bonderized steel blade... precision-marked in both inches and feet-and-inches. Unconditionally guaranteed, of course.

## BACKED BY EVANS QUALITY... PACKED FOR PROMOTION!

\* Each tape in its own clear Tenite "Peg Board Box" — with magnifying lens in lid — hangs up for attractive store display, for handy workbench convenience.

\* **LO-INVENTORY** assortment — in 4-color counter display box — lets you stock a full range of sizes in a single dozen tapes! Self-demonstrating... one tape chained to "Try It" display... your customers can test its sales-compelling push-button action.

\* Also available packed in 1/2-doz. display boxes of 6 ft., 8 ft., 10 ft., or 12 ft.



## EVANS VOTED AMERICA'S BEST PACKAGED, BEST MERCHANDISED TAPE LINE!

That's right! In a recent nationwide survey of retailers, Evans led the field... topping nearest competition by over 31%.

And no wonder! In the last 6 years, Evans steel tape "FIRSTS" have made packaging, pricing and merchandising history... and have multiplied steel tape sales for every dealer in both the U.S.A. and Canada.

Now — with new "Power-Tape"... EVANS DOES IT AGAIN... by introducing the first and only tape with Controlled-Speed Blade Return... by marketing this remarkable tape at down-to-earth prices... and by backing you with the best merchandising program and promotion in the industry.

**Priced only pennies more than ordinary push-pull tapes!**  
PT 6W—6 ft. PT 8W—8 ft. PT 10W—10 ft. PT 12W—12 ft.  
List \$1.19 List \$1.39 List \$1.69 List \$1.98

These retail prices provide full mark-up for dealers.

"Power-Tape" prices reflect a business philosophy that has won the respect of America's dealers and distributors. Evans policy is to introduce finer products at mass-market prices. This has been done consistently over the years from the day that the first Evans Tape was manufactured. Every Evans Product carries a factory guarantee — with complete satisfaction for the customer.

Where can you find a better source of worry-free inventory and stable, consistent high-volume sales?

*Evans*

RULE CO. Elizabeth, N.J. • Montreal, Que.

World's Largest Manufacturer  
of Steel Measuring Tapes



2700



# Southern HARDWARE

Hardware & Allied Lines - Farm Operating Equipment

Vol. 126

February, 1957

No. 2

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**BEST IN DESIGN.  
FEATURES,  
PERFORMANCE.  
AT THE  
Hottest  
Price!**

MODEL NO. 1350

**POWER  
Shopmate  
TOOLS**

**POWER  
TRIMMER**

**Completely New**

**WITH EXCLUSIVE FEATURES!**

The new Shopmate Trimmer has everything you need to get volume sales . . . brilliant new two-tone colors to catch the eye (sparkling silver luster with bright red handles and cord)! Exclusive new features make trimming a pleasure (some so advanced that they're patented), and a price that's \$15 to \$20 lower than other quality trimmers! Take a look, and you'll see why Shopmate sells in volume!



**NEW TRIPLE-DUTY HANDLE** — side handle attaches on either side for right or left hand use — attaches on rear of trimmer for trimming wide hedges. It's exclusive!



**NEW TRAP-LOCK CUTTER TEETH** tightly grip the material to be cut without a slip! They're exclusive!

**Check these other fine features!**

- light for easy handling — only 5½ pounds.
- improved bevel pinion gear and cam action insures years of trouble-free performance
- sturdy, die-cast aluminum housing
- 13" sickle-type blade made of hardened tool steel, precision ground to stay sharp under constant use
- insulated comfort grip handle and contour designed auxiliary handle
- rugged series motor — 1.6 amp. rating



**EXTENSION HANDLE** . . . (optional at extra cost) attaches on the back — makes hard-to-reach spots easy to reach. It's exclusive!

Suggested retail

**\$29<sup>95</sup>**

Write for complete information Dept. SM 2-57

**PORTABLE ELECTRIC TOOLS, INC.**

120 West 53rd Street • Chicago 20, Illinois

# BUSINESS TRENDS

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- ▶ **The Outlook**—Business analysts and the government experts are predicting good business for the next six months. The nation's economy is gaining strength from the manufacturing level where shipments and orders are at record highs and from retail trade which is expected to at least equal 1956's first half. Business activity probably will rise during the first half of '57 and will remain on a high plateau during the last half. In brief, the new year will top the record made in 1956.
- ▶ **Factory Orders**—Manufacturing continues at a boom rate. In November goods shipped were valued at 28.9 billion dollars, while new orders amounted to 29.2 billions for the same month. The backlog of unfilled orders came to 62 billions as compared to the 53.8 billions of a year earlier. For durable goods plants the backlog amounts to about four months' work at the November rate of shipment.
- ▶ **Retail Sales**—High-level consumer income virtually assures a continuing high-level retail trade. Christmas trade for department stores averaged 6.5% above 1955. Meanwhile, consumer prices which advanced to a new record high in late 1956, probably will edge up further. In all, the level of prices is about 2½% above a year earlier.
- ▶ **Construction**—A 5% gain in outlays for new construction, to 46.4 billion dollars, is in prospect for 1957. Construction of new industrial and public utility plants will account for much of this rise. The '56 decline in housing starts is expected to level out in 1957, resulting in about 1,000,000 new starts, slightly under last year.
- ▶ **Employment**—With employment steadily increasing, retail dealers can reasonably expect solid sales conditions in the months ahead. Though the 65.3 million persons at work in November represented a small decline from the previous month the figure was still a record for the month.
- ▶ **Wholesale Sales**—In October, the latest month for which figures are available, sales by the nation's wholesalers were 12% ahead of the previous year and for the first 10 months of '56 were up 9%. As compared with the national average for all wholesalers, hardware wholesalers in the South Atlantic region reported an average sales gain of 5% in October and 5% for the first 10 months of the year. The East South Central group showed an average loss of 2% in October, but were up 3% for the 10-month period. Those in the West South Central region reported sales gains of 11 and 6% for the respective periods.
- ▶ **Farm Income**—With income up during 1956 the nation's farmers had every hope for more of the same in 1957. Through the first 11 months of 1956 income at 27.3 billion dollars was 3% above the 1955 period and as the year closed prices received were a solid 7% above a year earlier.



**now** you can enjoy  
sparkling cool  
water wherever  
you are . . .  
thanks to  
**IGLOO's new . .**

## CRYSTALINING!

CRYSTALINING, the latest sanitation advance in Igloo portable water coolers, gives positive protection . . . keeps drinking water and other liquids pure . . . taste-free . . . and crystal-clear under roughest conditions.

### **RELY on these Igloo Extra-Value Features:**

- Round Inside Bottom prevents accumulation of foreign matter—makes can easier to wash—stays sanitary.
- Recessed dripless spigot will not break off.
- 15% greater insulating qualities—less heat transfer because there is no metal-to-metal contact at bottom.
- Rugged construction proved by test. Igloo bottom survives weight of heavy bowling ball dropped repeatedly into bottom of can.



*ask your wholesaler or write*

**BETTIS CORPORATION**

P. O. DRAWER 9365 • HOUSTON 11, TEXAS

SOUTHERN REPRESENTATIVES

JOHN T. EVERETT & CO. • MEMPHIS 4, TENNESSEE

A-57

# DEALER FORUM

## Question: What system or policy do you follow in buying merchandise?

### T. C. (Tom) Scheurer

**Scheurer Brothers Hardware Co.  
Sherman, Texas**

IN OUR STORE it seems more logical to have the buying done by one individual and I personally assume that obligation and do all the buying. That puts the responsibility in one place.



Our buying is done to a large extent through our "want" books.

We are departmentalized under two general headings—hardware and gifts—and we maintain a want book for each department. Hardware is, more or less, in one location. That is, the hardware department is distinctly separated from the gift department. So all bin hardware is checked periodically, generally on a monthly basis. If, in between the checking periods, a clerk finds a bin empty, that condition is noted in the want book.

The procedure is a little bit different in our large housewares lines, where we keep stock sheets. Once a week we go through the stock and check what we have left, but we do not order piece meal, preferring to wait until we can make a 50-case order. We are able to do this because we keep representative samples out front and reserve warehouse stocks.

We order hardware from five sources of supply. It is my understanding that some stores order from more sources than that, some from less. But we seem to find this number rather convenient because this group of suppliers takes care of our needs. We could not easily get along with less and have a spread of lines in our stocks. As

everyone knows, only certain suppliers have lines that a retailer wants.

Our ordering by mail is, I would say, at the minimum. Most of our mail orders are on power tools and, generally, instead of placing an order by mail, we use the long distance lines, because 80% of our suppliers are no farther away than 70 or 75 miles. We can order by phone and get delivery the next day, so we do not have to carry large stocks, thus conserving space which always seems to be at a premium.

In a good many cases we spend more on a telephone call to order one or a few items than is involved in the sale. But this seems to be a good practice because of the service to customers that results. We will place an order by phone merely to accommodate the customer.

The way this works to our advantage is illustrated by a recent incident, in which a customer wanted six power saws. Habitually, we keep only one power saw, because the source of supply is so close and delivery so prompt. The order for six power saws was filled next day at the relatively small cost of a long distance call.

In the matter of seasonal merchandise, or dating of orders, we adhere firmly to a policy that will not obligate us beyond our needs.

For example, we have ordered lawn mowers from three sources for delivery at different dates in the spring. All three orders are subject to cancellation.

If, after the first order of lawn mowers is received, market conditions are such that mowers are not moving out as they should, we will, in all probability, cancel the other two orders.

This policy seems to be advisable for our own protection because of

the limitations of our market and the necessity to consider preservation of our margin in the face of local and metropolitan competition. For we are not too far removed from two large centers of population.

♦

### A. A. Atkins

**Bearden Hardware Co.  
Knoxville, Tennessee**

MOST OF OUR buying is done through one person. If more placed orders, it would result in overstocking.

We do use an old fashioned book, in which everybody makes entries on what is needed. Then the person who is to place orders goes over the book and sees what is needed.

The stock is checked for "shorts" too before placing orders. Usually, of course, there are notations in the "want book" but we make the check of stock to see if something has been overlooked.

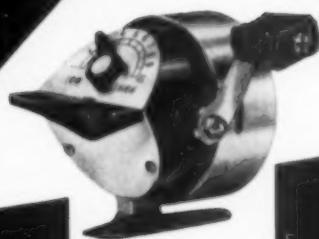
Naturally where an item doesn't have a fast turnover, orders are placed in conformity to the turnover on the item. We do not carry a big stock of any item which is slow on turnover.

Most of our orders go to two wholesalers, not counting paint, plumbing and electrical supplies. We are fortunate in being served by a paint salesman who lives in Knoxville and takes care of us in a fine way. A plumbing salesman also lives in the city and this speeds our service.

We seldom have to send in mail orders. We are called on regularly







it's  
coming  
soon

it's a  
new  
Ocean  
City  
reel

MONTAGUE-OCEAN CITY ROD & REEL COMPANY  
PHILADELPHIA 34, PA.

WORLD LEADERS IN RODS AND REELS



by salesmen and they call us on the phone every day to see what we need.

We place seasonal orders well ahead of the seasons on general hardware lines. Wholesalers are getting in their supplies and they want to know how to conduct their buying so as to have proper supplies.

As a general thing, by placing seasonal orders well ahead of time, we can get a better discount and be sure also of having the items in stock when needed.

There is often a further advantage in placing orders ahead of time. This frequently means a saving since there has been a gradual stepping up of prices during the past several years.

By placing the orders ahead, we have not only been able to get items at the old price prevailing, but we have had the additional discount with volume orders.

It is our policy to try to have seasonal lines needed in stock and ready for display when the sales season gets underway, and placing orders well in advance has helped that.

Our system of buying merchandise seems to have worked out well. We try not only to have the merchandise in stock at times when it is most needed, but to promote it with attractive displays.

## Edward A. Appleton

Fallfax Building Supply, Inc.  
Falls Church, Virginia

KNOW YOUR locality and its needs. Know your lines of merchandise and individual items thoroughly and the community's response to them in past seasons



and throughout the year. Work closely with your sales personnel and consult with them on the sales pictures to confirm your own conclusions on buying in that line or item. This is our approach to the buying of merchandise.

Buying at best is a gamble right down the line. The hazards can be lessened, we think, when the buying is concentrated in the hands of one person. Better control is ef-

fective. We always check stock for shorts before placing a general hardware order. Though we have a general idea what we are out of, we speak to our sales personnel regarding the sales movement of items. It is impossible for us to keep perpetual inventory records; they would consume the time of at least two full-time clerks. We therefore ask our sales personnel to make a note of items running low as sales take place. This is not our only guide, however.

We can obtain accurate records of sales through our wholesalers' accounts. If we know what we bought and what was left, the difference makes up our sales. A wholesaler's record of our purchases in seasonal goods becomes our guide. In certain items and lines we will buy 30% of the previous season's sales volume. This percentage varies with the item.

We buy all general hardware locally because we feel we get prompt service, personal attention and an appreciative understanding of our particular local problems. In garden supplies we buy from four or five wholesalers: two are local and the others out of town. We feel it necessary to supplement local purchases with out-of-town buys in garden supplies for a more complete and diversified stock.

On seasonal merchandise like garden supplies we place orders three to four months ahead of time in order to have a full and representative stock when the season opens. Early season buying also means discounts of from 2 to 5%. Similarly, Christmas orders are placed for toys a minimum of three months in advance. We do this for the same reason that we place early orders for garden supplies—for a varied and complete stock. It also means a better promotion job to have early displays of toys. Good prices on special buys may mean attractive specials at savings for our customers. Special buys well promoted are good traffic builders.

It is impossible to define hard and fast rules for buying. A "feel" for current conditions and how the market will shape up, based on past experience and your knowledge of items and lines, and close cooperation of sales personnel combine to give you some guideposts to buying.

## Tom Curry

Curry-Hardin Hardware  
& Furniture Co.  
Seminole, Oklahoma

HAVING SEVERAL major lines that yield the bulk of our yearly volume, we find that we operate most efficiently by dividing the buying between Bert Hardin and myself.



Bert takes care of general hardware, small appliances, and the large bolt department. I buy for our dinnerware and glassware department which attracts customers from a wide area because it is unusually complete.

We each specialize in managing, promoting, and buying merchandise for our own departments. Much of our volume stems from this concentration of training and effort, we think. Before we place a general hardware order, each checks stock in that part of the store he considers his special domain. Bert's bolt department, with its \$7,000 inventory, covering many hundreds of items, requires close attention, so that there always will be enough of each kind and size on hand to cover fluctuating turnover in different bins.

In my dinnerware and glassware department, I estimate our needs for the season and try to buy accordingly. Knowing my line and my customers is a big help. Keeping stock thoroughly checked at all times is another. It doesn't pay to run short. That is why we give mail orders to wholesalers when fill-ins are needed anywhere in the store.

We buy regularly from two wholesalers, and do specialty buying from other houses to keep our stock well balanced, especially in crystalware, and other gift and housewares lines.

The extra discounts and better delivery made possible by advance orders on seasonal lines influence us to order well in advance of the season. This also helps us to live up to our policy of striving to be the first to show the newest. And we are always mindful of the fact that discounts add to profits and to our prestige among wholesalers.

(Continued on page 46)

# DISPLAY HODELL

...for steady  
chain sales  
and profits



## DOG CHAIN DISPLAY

Colorful metal hanger holds 12-chain assortment, attracts all dog owners. Choice of 3 assortments of best-selling Bulldog pattern dog chains, with colored plastic or metal toggle grips.



## CHAIN MERCHANDISER

Packs a lot of chain selling power into less than two square feet of space. Compact and colorful, the Hodell Chain Merchandiser handles your choice of four chain assortments designed to fit local preferences.



Log Handy Trace Utility

## CHAIN SPECIALTIES

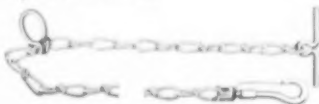
Hodell's full line of welded and weldless chain includes these four popular assemblies... fast sellers, especially to your farm customers. Full range of sizes in each type.

## ORDER THEM FROM YOUR HARDWARE DISTRIBUTOR



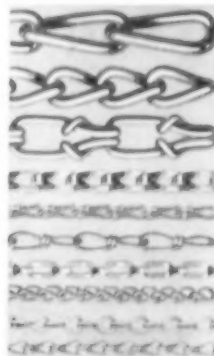
## ANIMAL CHAINS

Hodell halter and dog chains, cow ties, tie-outs, kennel and exerciser chains, anti-cow kickers, dog couplers and chain choke collars... all of the quick selling styles and sizes.



## PAILETTES

Proof Coil and BBB Coil chain in strong steel reusable containers. Handiest way to handle these heavier chains. Attractive enough for floor display. Four chain sizes available include  $\frac{1}{8}$ ,  $\frac{1}{4}$ ,  $\frac{3}{8}$  and  $\frac{1}{2}$  inch.



## HODELL COIL CHAINS

All the welded and weldless patterns and sizes, high quality and dependable, in standard hardware packages and on metal reels.

**HODELL CHAIN COMPANY, Cleveland 3, Ohio**

Division of The National Screw & Mfg. Co.



Fasteners



Hodell Chains



Chester Hoists



# INDUSTRY NEWS

## Forsberg Elected Vice-President, Molly Corp.

R. M. FORSBERG, sales manager since 1952, has been elected vice-president and director of the Molly



R. M. Forsberg

Corp., Reading, Pa., manufacturer of Molly screw anchors, utility plugs, and hi-speed installers.

## Steele Appointed by Ralph Beinecke Co.

ROBERT H. STEELE has been appointed to the sales staff of the Ralph Beinecke Co., manufacturers' representatives with headquarters in Atlanta, Ga. Steele will cover Alabama, Mississippi, Western Florida, and West Tennessee.

Prior to his appointment Steele had been an associate buyer of housewares at the Davison-Paxon Co. in Atlanta, and more recently served as a territory representative for an Atlanta electrical appliance distributor.

B. W. Dixon will continue to cover Eastern Tennessee, and North and South Carolina for the Beinecke Co., while Earl Kalil will continue to cover Florida from Miami. Ralph Beinecke will cover Georgia and will supervise coverage of the entire Southeast from his headquarters in the Howell House in Atlanta.

The Beinecke organization rep-

resents Big Boy Barbecue Sales Co., Borg Erickson Corp., the Pearl-Wick Corp., Quaker Stretcher Co., The Swing-A-Way Manufacturing Co., and Waring Products Corp. in the Southeastern states.

## Thor Power Tool Opens Branch in Richmond

A NEW branch office of the Thor Power Tool Co., Aurora, Ill., was to be opened in Richmond, Va., about January 1. Kenneth V. Bennett, who has been Philadelphia district service engineer, was named manager of the new branch by J. A. Hill, Thor vice-president and sales manager.

The office will serve most of Virginia, the southern part of West Virginia, and all of North Carolina. The area was formerly in the Thor Philadelphia branch territory.

manufacturer of Chicago, Ill.

His regional jurisdiction includes Georgia, Alabama, North and South Carolina, Florida, and eastern Tennessee. He will head-



Jack K. Lynam

quarter in Atlanta, where he has managed the Skil branch since 1946.

The company has instituted a new field sales policy which separates the sale of industrial line and homeshop tools. The latter are sold through hardware wholesalers.

## Skil Corp. Appoints Regional Sales Head

JACK K. LYNAM has been named southeast regional sales manager of the hardware wholesale line for Skil Corp., portable power tool

## Black & Decker Sales Meeting

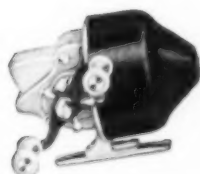


Hardware Division managers of The Black & Decker Manufacturing Co. met recently in Hershey, Pa., to discuss the portable electric tool company's spring sales campaign, "Sawtime U.S.A." Seated front row, l. to r., are J. P. Spain, Products Service Division manager; J. F. Spaulding, vice-president, general sales manager; Robert Appleby, director of international operations; R. D. Black, president; R. G. Horner, vice-president, sales planning; A. S. Boehm, sales manager, Industrial-Automotive Division; and A. S. Fehsenfeld, sales manager, Hardware Division





## Bronson Spinning Reels



**Bronson Spin-King**

**No. 700—\$19.95.** Exclusive "Crank-O-Matic Clutch" for full-time line control. No line twist, no backlash. Star drag.



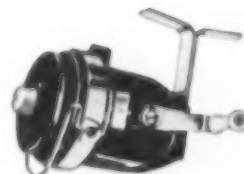
**Bronson Jet**

**No. 500—\$14.95.** Precision made with click-type spool-slip drag that's super smooth under any tension. Full-ball pick-up.



**Bronson Buddy**

**No. 800—\$9.95.** Extremely compact! Weighs only 6½ oz.—yet takes 150 yds. 6-lb. monofilament. Click-type spool-slip drag.



**Bronson Bronco**

**No. 300—\$5.95.** A bargain-priced reel with full-ball pick-up. Smooth drag operation, anti-reverse crank control.

### Sell 'em all—a family at a time

Why settle for single sales, single profits—when it's so easy to sell Bronson spinning reels a family at a time?

You can show a Bronson spinning reel for everyone—beginner, expert or just plain angler. You can point out the superior Bronson engineering and craftsmanship that pay off in sales and customer satisfaction. And you can outfit every member of the family

because you have a complete range of prices and models.

Consistent, hard-hitting Bronson advertising is paving the way for your family sales. Fishermen everywhere are being sold month after month on "fishing fun is family fun . . . especially with a Bronson." So get those multiple sales, and profit with Bronson—a family at a time.

**BRONSON REEL COMPANY • BRONSON, MICHIGAN**

Division of Higbie Manufacturing Company

**Bronson**  
FISHING REELS

## Geren M. Baird Dies in Memphis, Tenn.

GEREN M. BAIRD, founder and long-time head of the G. M. Baird & Co., manufacturers' representatives with headquarters in Memphis, Tenn., passed away in that city on December 17. He was 69 at the time of his death.



Geren M. Baird

Born in Asheville, N. C., Mr. Baird had lived in Memphis for about 50 years. Early in his career he was connected with Stratton-Warren Hardware Co. and served in various capacities. He resigned the vice-presidency of that company 35 years ago to take over a manufacturers' agency business.

Widely-known in the hardware trade Mr. Baird was active in church and civic affairs in Memphis.

Due to a provision in his will, Charles W. McKnight, southwestern district manager for the company, and I. W. Williams, eastern district manager, were made partners in the company and will work with Geren M. Baird, Jr., in continuing to offer southern wholesalers and manufacturers represented by the company the same service as before.

## Oklahoma Hardware Buys Southwestern Assets

W. E. SMITH, president of Oklahoma Hardware Co., hardware wholesalers in Oklahoma City, Okla., has announced the acquisition

of all the assets of the Southwestern Hardware Co. of that city.

The stockholders of Southwestern Hardware Co., which included more than a hundred of Oklahoma's most progressive hardware retailers, voted to dissolve the corporation and approved unanimously the sale to Oklahoma Hardware at a special meeting on December 14.

Much of the personnel of Southwestern Hardware will join the Oklahoma Hardware organization. Gus Barker is vice-president and general manager of Southwestern Hardware.

## Toy Manufacturers of U.S.A. Elect Muessel

ROBERT W. MUESSLER, South Bend Toy Manufacturing Co. president, was elected vice-president of the Toy Manufacturers of U.S.A., Inc., at the association's 40th annual meeting held in the Park-Sheraton Hotel, New York City.

Abraham Swedlin of Gund Man-



Robert W. Muessel

ufacturing Co. was elected president. Herman Fischer of Fischer-Price Toys was chosen as the association's other vice-president, and Charles B. Gainsburgh of Esquire Novelty Co. was elected treasurer.

Muessel, a native of South Bend, Ind., has been associated with South Bend Toy for the past 36 years, and has served as the firm's president since 1952.

## SSIRCO Salesmen Tour Atlanta Warehouse

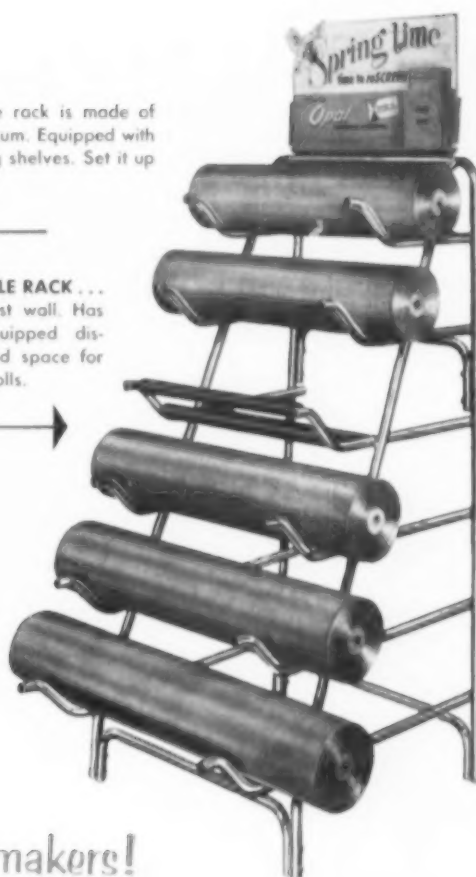


A highlight of the annual sales meeting of the Southern States Iron Roofing Co. in Atlanta, December 27-29, was the tour of the well-stocked warehouse of the new Atlanta branch at 1530 Ellsworth Drive, N. W. In this photo, the Richmond, Va., sales personnel pause to discuss rain-carrying equipment. On the left flank are Lindsey Braden, Atlanta salesman, and E. L. Stephens, SSIRCO building products manager, who guided this party through the warehouse-plant. All others are Richmond salesmen and managers: Erby Johnston, Sales Manager Elmer Johnson, Plant Manager Jack Stafford, Eddie Rogers, Scott Moring, Nelson Carroll, George Fields, and Con Robinson. Nearly 120 Southern States employees attended the three-day sales meeting from the general offices and the nine branches. They are located at Birmingham, Louisville, Memphis, Nashville, Miami, Raleigh, Savannah, Atlanta, and Richmond.



This neat, handsome rack is made of sturdy tubular aluminum. Equipped with two roller dispensing shelves. Set it up front in your store!

**COMPACT SINGLE RACK . . .**  
fits snugly against wall. Has special roller-equipped dispensing shelf and space for extra screening rolls.



*they're proved profit makers!*

# LOOKS LIKE A MILLION... SELLS LIKE A MILLION !

## You can double your screening sales with OPAL'S New Rack Deals . . . read why!

Again and again dealers have *proved* they could boost sales with OPAL'S Screening Racks. Last year some jumped profits 100% . . . and even more.

This newest OPAL double rack (shown above) was designed in answer to many requests. It holds five rolls of Opal Insect Wire Screening on each side. Neat, convenient . . . equipped with two roller dispensing shelves. Truly a merchandiser without equal in the wire screening field. Put it to work for YOU!

**Opal**

*"America's fastest-selling  
quality screening."*

Manufactured exclusively by

**NEW YORK WIRE CLOTH COMPANY**  
YORK, PENNSYLVANIA

## Five Big RACK AND ROLL DEALS

Now you can have this handsome rack loaded with OPAL Aluminum and/or Galvanized screening in all popular sizes . . . in FIVE SURE-FIRE PROFIT-MAKING DEALS.

REMEMBER, OPAL Screening is recognized for highest quality *everywhere*. Multi-Strand Selvage provides extra strength, keeps screening flat and easy to handle. Exclusive "marked and measured edge" assures accuracy . . . speeds inventory. If your distributor can't give you full details about all the new Opal deals, mail the coupon NOW!

### NEW YORK WIRE CLOTH COMPANY

Dept. SH, York, Penna.

I'm interested in your new OPAL Screening RACK and ROLL Deals. Please send full details to:

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# INDUSTRY NEWS

(Continued from page 12)

## Falcon Succeeds Hickey as Savage Arms Head

JOSEPH V. Falcon has been elected president and general manager of Savage Arms Corp., Chicopee Falls, Mass. He succeeds Frederick F. Hickey, who submitted his resignation for reasons of health. Hickey had completed 49 years with Savage, serving as president since 1940 and as a director since 1936.



Joseph V. Falcon

O. M. Knode, Jr., was named vice-president and assistant general manager, posts previously held by Falcon. Both appointments were effective December 15. Falcon and Knode will maintain their headquarters at Chicopee Falls.

Hickey will continue to be associated with Savage Arms as a consultant.

Falcon joined Savage Arms Corp. in 1950 as sales manager of the Firearms Division and was named a director in 1953. He was elected vice-president and director of sales in 1955 and vice-president and assistant general manager in 1956.

Knode joined the company in 1938. He was appointed works manager of the Chicopee Falls plants in 1949 and was named a director and vice-president in 1956.

## Harry Gephart Heads Richardson Sales

HARRY "GEP" Gephart recently was appointed sales manager of



Harry Gephart

Richardson Rod & Reel Co., 3150 No. Sawyer Ave., Chicago 18, Ill. Gephart began his tackle career right after leaving high school when he joined his father, Harry Sr., in the Gephart Manufacturing Co.

## Wolff Joins Sales Force of The Washburn Co.

CHARLES E. Wolff has joined the sales force of The Washburn Co., manufacturers of Androck products, according to E. J. Fieser, sales manager of the Rockford, Ill., Division.

Wolff will handle all Androck lines including housewares, hardware, outdoor cooking equipment, bicycle baskets, farm baskets, and locker baskets. His headquarters will be in the Louisville, Ky., area.

Wolff has been with the sales department of the company at Rockford since 1947.



Charles E. Wolff

## Quick Appoints Southeast Division Sales Manager

WARREN FLEMING, native of Atlanta, Ga., has been named southeast division sales manager for Quick Manufacturing, Inc., Springfield, Ohio, manufacturer of power garden tractors and tillers and riding lawn tractors and lawn mowers. Announcement of the appointment was made by James L. Quick, company president.

In the announcement, Quick stated that Fleming will be responsible for sales of all of his company's products in the southeastern quarter of the United States only.



Warren Fleming

Fleming, who holds degrees from Auburn and from Emory University, joins Quick from Lockheed Aircraft Corp., with whom he has been an engineer recruiter. He formerly served as a sales engineer for a national machinery manufacturer.

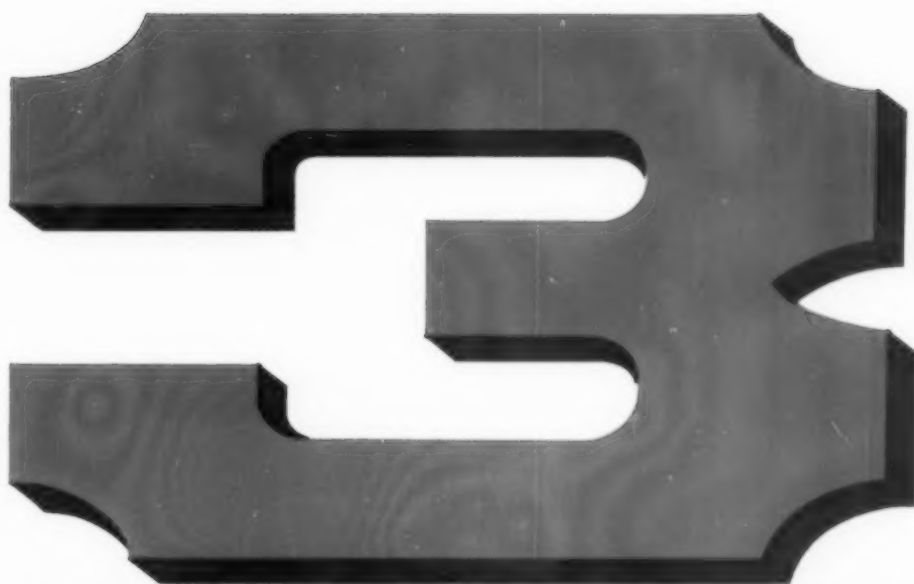
With Quick, Fleming will maintain his headquarters in Atlanta.

## Sharp-Horsey Distributor for Clayton Mark Pumps

SHARP-HORSEY Hardware Co., Atlanta, Ga., has been named distributor for the pumps and domestic water systems manufactured by Clayton Mark & Co., Evanston, Ill.

Sharp-Horsey previously has handled Clayton Mark water well supplies, and will now add the water system line, selling in the Atlanta area.





## ALL NEW SALES-MAKING STARS



### *Coral King* Supreme Nylon Surf, Trolling, Live Bait, Squidding Line

An exciting new color, research-proved the one that consistently brings in more... and bigger fish! True-test braided nylon with Sunset's exclusive siliconized finish that glides through the guides. Guaranteed 5 years! 18, 27, 36, 45 and 54-pound tests.



### *Coral King* Supreme Nylon Casting Line

Guaranteed 5 full years because it's a hard, tight-braid nylon that wears like iron. Slick, siliconized finish and slim diameter gives extra distance. Small sizes superb for enclosed-type spinning reels. Sizes: 6 to 35-pound test.



### *Coral King* Supreme Monofilament

Four to 40-pound test in the new fish-getting color sensation, for every spinning situation! Soft, pliable, small-diameter monofilament in permanently non-fading coral color.

*Coral King*  
CORAL—THE  
COLOR FISH  
CAN'T SEE!

THE BIG STRIKE FOR 1957

**sunset**  
PETALUMA • CALIF.



**lines**  
FLORENCE • ALA.

*Red Tag's*  *Merchandising Tips:*

## When they ask for lawn fence . . . show them **CYCLONE "Red Tag" LAWN FENCE**



Lawn fence is one hardware product you have to sell. Even when they ask for it. For the average fence customer buys but once in his lifetime. And it is usually a major purchase for him.

So, when home owners say they're interested in seeing lawn fence, show the line that tops 'em all! Lead them right over to your display of Cyclone "Red Tag" Lawn Fence and proudly point out why this is the finest lawn fence money can buy!

Tell them about its quality features . . . point to the straight, parallel wires, the even picket tops, the durable galvanized finish. These

are advantages which stand out in any comparison. Then, when you've convinced your prospect of the better quality and superior construction of Cyclone Lawn Fence, give him a free copy of the handy Erection Folder which shows him exactly how to put up his own fence.

Cyclone "Red Tag" Lawn Fence is available in both *Woven* and *Welded* styles . . . in single and double-loop construction . . . in 36, 42 and 48 inch heights. Cyclone also offers you matching Gates, Flower Bed Border and Trellis. Your jobber can quickly take care of your requirements.

CYCLONE FENCE DEPT., AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL CORPORATION  
WAUKEGAN, ILLINOIS • SALES OFFICES COAST-TO-COAST • UNITED STATES STEEL EXPORT COMPANY, NEW YORK

### USS CYCLONE "Red Tag"™ HARDWARE PRODUCTS



**HARDWARE CLOTH**  
Welded Edge-Woven Fabric



**INSECT WIRE SCREENING**  
Galvanized-Brass-Aluminum



**FLEXIBLE STEEL MATS**  
Clean Better—Last Longer



**CATCH-ALL BASKETS**  
18 Separate Models



**LAWN FENCE GATES**  
Woven or Welded Fabric



**UNITED STATES STEEL**

# Hayes Spray Guns

Point the way to:

**INCREASED SALES** of  
*garden chemicals*

**GREATER PROFITS** for *garden  
supply dealers*

**OK'd**  
HAYES SPRAY GUNS  
are APPROVED by  
leading manufacturers for  
use with their chemicals

Acme Quality Paints, Inc.  
American Chemical Paint Co.  
Bonide Chemical Co.  
Boyle-Midway, Inc.  
California Spray Chemical Corp.  
The Carac Corp.  
Carbide and Carbon Chemicals Co.  
W. A. Cleary Corp.  
Cooke Laboratory Products  
Diamond Black Leaf Co.  
Berham Chemical Co.  
McLaughlin Gormley King Co.  
Miller Products Co.  
Monsanto Chemical Co.  
Northrup, King & Co.  
S. S. Pratt Co.  
Swift & Co., Plant Food Division  
Thompson Chemicals Corp.  
Thompson-Hayward Chemical Co.  
Veisical Chemical Corp.  
World Spray Co., Inc.

Every time you sell a Hayes spray gun, you are putting into the hands of your customer the *right* equipment to do an effective spraying job with the garden chemicals he buys from you...

In this way, you are helping him to get better, more satisfying gardening results... at the same time, building a solid foundation for increased store profits through "repeat sales" of chemicals and all other garden items.

## APPROVED...

The makers of garden chemicals have developed a wide range of dependable scientifically formulated products for destroying insect pests, controlling plant diseases and fertilizing lawns.

But—you must realize—as *they do*—that their products have to be applied with efficient spray equipment to get satisfactory RESULTS in preventing pest damage and assuring healthy plant growth, beautiful flowers, luxuriant lawns.

These leading companies have found by actual tests that the Hayes *mixes, proportions and applies* spray materials more efficiently than any other type of garden sprayer on the market.

That is why they have gone on record as approving the Hayes Spray Gun for use with their products—the *only garden sprayer* to enjoy this remarkable endorsement by the outstanding companies in the garden chemical industry.

World's largest-selling garden hose sprayers



Since 1934

see  
other  
side

## MODELS FOR EVERY SPRAYING NEED

The Hayes line was developed to provide a suitable sprayer for every garden and lawn spraying requirement.

By familiarizing yourself with the uses and advantages of each model, you will be better able to advise your customers in the selection of the most suitable sprayer for their specific needs.

All models, except Hayes 12, operate at any water pressure from 30 to 175 lbs. Hayes 12: 35 to 175 lbs.

### HAYES GARDEN SPRAYERS For insecticides, fungicides, crabgrass killers; fly, ant & termite control



**HAYES-ETTE**  
1½ gal. sprayer. Thumb-touch control orifice. \$2.95



**HAYES 1½ - 1½ gallon**  
sprayer with wide mouth jar for ease in filling. \$3.25



**HAYES 3**—Makes three gals. of spray solution with one loading. Ideal for small gardens. \$4.45



**HAYES 4**—Makes four gals. of spray. Positive on-and-off control valve. \$6.45



**HAYES 6**—Makes six gals. of spray. Longer nozzle reaches to inside of plants and low-lying leaves. \$9.95



**HAYES 12**—A heavy duty 12 gallon sprayer. For estates, parks, industrial use, dairies, poultry and livestock. \$12.95

### HAYES SPRAYERS for Lawn, Soil and Turf



**FERTL-RAIN.** Same uses as Hayes Lawn Sprayer. Applies chemicals in 1 to 120 proportion. Standard pint sprays 15 gallons. \$3.65



**HAYES LAWN SPRAYER**  
Handles liquid and soluble fertilizers, lawn moth solutions, fungicides, weed killers, herbicides, etc. 1 to 60 ratio. Quart size jar. Sprays 15 gallons. \$3.95.



**HAYES SOIL AND TURF SPRAYER.** For semi-soluble Fertilizers, Soil Chemicals and heavy, viscous materials. Large orifices. Non-clogging. 1 to 40 ratio. Quart jar sprays 10 gallons. \$2.95

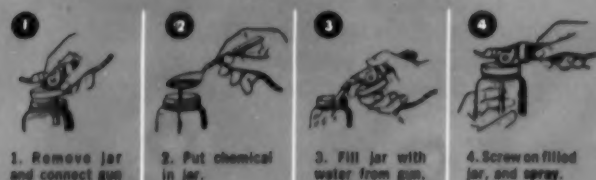


**FERTL-FEED.** Same uses as Soil and Turf Sprayer. 1 to 20 ratio speeds discharge. Comes with 30" tube for use with one gallon jug or larger container. \$3.45

### IT PAYS TO DEMONSTRATE

Remember this: Not all your customers are familiar with water pressure operated spray guns. Take a moment to show them how simply they work, and how easy they are to keep clean.

#### OPERATION



1. Remove jar and connect gun to garden hose.

2. Put chemical in jar.

3. Fill jar with water from gun.

4. Screw on filled jar, and spray.

#### SELF-CLEANING...

—by simply back-flushing (as pictured) while gun is in operation. Then rinse out jar. No other service is required.

Hayes 4, 6, 12: Remove deflector and place thumb over end.



Other models: Place thumb over end and also cover top orifice.



### NOTE THESE EXCLUSIVE FEATURES

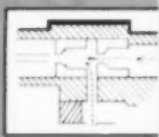
Patented internal metering jets assure thorough mixing and proper proportioning. This is the heart of the HAYES gun—one of the important features that makes it outstanding among all garden sprayers.

Adjustable nozzle deflector spreads the thoroughly mixed stream into a fine, fan-shaped spray that can be directed up, down, or sideways to insure complete plant coverage; when removed, a high velocity stream reaching 30 feet or more, to tree tops and other tall foliage.

Positive on-and-off control valve on Hayes 4, 6 and 12—Permits turning spray on and off as required while spraying anywhere in the garden without shutting off main faucet... a great time-saver and convenience. Hayes-Ette, Hayes 1½, Hayes 3 and Hayes Sprayers for lawn, soil and turf have the handy thumb-control orifice.

Patented back-flow valve... for safety—All Hayes spray guns are equipped with a vacuum breaker back-flow valve for preventing back-siphoning of chemicals into the water line—a safety feature for the protection of users, approved by all cities where it has been tested.

Hayes Spray Guns are covered by Pat. Nos. 2,301,000 2,300,405 2,071,070 2,502,000 2,045,000 2,741,052. Other patents pending.



**HAYES SERVICE KIT**—A compact kit for dealers containing standard parts, fittings and accessories for Hayes sprayers. Parts are in separate trays for convenience in using. Price \$13.18 per kit, subject to usual discount.

## HAYES SPRAY GUN COMPANY

World's largest manufacturer of Garden Hose Sprayers



Since 1924

90 N. San Gabriel Blvd., Pasadena 8, California, U.S.A.



Get ready to sell more scales!

# COUNSELOR

**brings you the first  
sure-fire sales-building promotion  
in the bath scale industry!**

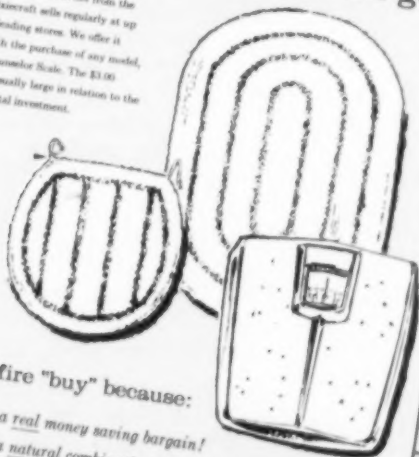
**Extra sales  
with no extra  
sales effort!**

Here's a promotion "natural" to zoom your sales of Counselor Scales. Every customer who buys any price Counselor Scale between April 20 and June 30 may order from us, for \$2.95, regular \$5.95 Bath Set. The Set is beautiful snow-white chenille embroidered in gold. Customer sends us your sales slip and her remittance. We fill order direct. 25,000,000 advertising impressions in national magazines will tell the story. Brochure (shown below) has blank for you to order FREE Sales Aids. Get set now. Contact your Jobber today, or write us. **The Brearley Company, Rockford, Illinois, World's Largest Producers of Bathroom Scales.**

**FREE Sales Aids**

**Here's what your customers get:**

This truly beautiful Bath Set from the home of Dixiecraft sells regularly at up to \$5.95 in leading stores. We offer it for \$2.95 with the purchase of any model, any price Counselor Scale. The \$3.00 saving is normally large in relation to the consumer's total investment.



**It's a sure-fire "buy" because:**

1. It's a real money saving bargain!
2. It's a natural combination of related merchandise!
3. It has real decorator style appeal!

**Order all you need of these FREE SALES HELPS**



**FULL COLOR WINDOW BANNER**



**NEWSPAPER AD MATS**



**DEALER'S ENVELOPE STUBS**

**Spot Radio Scripts**

**Use this  
ORDER BLANK**

**THE BREARLEY COMPANY**  
P. O. Box 18  
Rockford, Illinois

Send us the following quantities of Sales Material Free of Charge:

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City & State \_\_\_\_\_



Gard-N-Beauty



## WELDED FENCE

### E-A-S-Y to put up...

**HOME OWNERS CAN ERECT** — no stretching tool needed.

**HANGS IN PLACE** — on drive posts or wooden posts.

**FITS UNEVEN GROUND** — just by kinking line wires to remove slack.

50 and 100 FT. ROLLS  
Mesh—2" x 2½"—  
Gauge—No. 16  
Widths—24", 36", 48",  
60", 72"

### E-A-S-Y to sell...

**ONE-THIRD LOWER COST** — means more prospects can afford to buy.

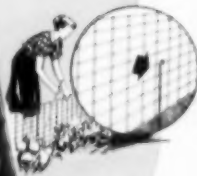
**LONGER LIFE** — galvanized after welding for greater rust resistance.

**BETTER LOOKING** — smaller mesh increases attractiveness and protection.

### E-A-S-Y to promote...

**SALES AIDS PROVIDED** — write for free posters and newspaper mats.

... and we can say the same about ...



Gard-N-Beauty

## FLOWER BORDER

COMPLETE WITH  
14 SLIP-IN STAKES

50 ft. rolls, 2" x 2½" Mesh, No. 16  
gauge, 18" width.

WELDED FENCE • FLOWER BORDER • PERMA-GARD • PERMA-NETTING

SINCE  
**GILBERT**  
Georgetown 3, Conn.



1818  
**BENNETT**  
Blue Island, Ill.

WELDED MESH • HEX NETTING • HARDWARE CLOTH • WIRE INSECT SCREENING

Each month thousands of men engaged in the hardware industry throughout the South and Southwest meet through the pages of SOUTHERN HARDWARE for discussion and solution of mutual problems and presentation of new ideas and suggestions.

For over thirty-five years SOUTHERN HARDWARE has been a dependable guide to the wholesale and retail hardware trade. Up-to-date information on all phases of the hardware business is found every month in its pages.

The magazine has been built on a program of service to readers that covers:

WINDOW DISPLAY  
COUNTER DISPLAY  
STORE MODERNIZATION  
CUSTOMER RELATIONS  
SALES PROMOTION  
ADVERTISING  
INVENTORY CONTROL  
EMPLOYEE RELATIONS  
SERVICE DEPARTMENTS  
CREDIT CONTROL  
ACCOUNTING PROCEDURES  
ASSOCIATION ACTIVITIES

And very important, there is always local news about friendly people and their activities in the Southern and Southwestern hardware trade—a feature that no other magazine has developed so fully.

Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

Why don't you join this monthly get-together? The modest subscription price of only \$2.00 for THREE full years of informative, value-packed reading is an outstanding investment in your future.

If you aren't a subscriber, become one—or, if your subscription is about to lapse, renew it! The small expense will be returned to you many times in the thousands of pages of valuable information that will be yours for the next three years.

**SOUTHERN HARDWARE**  
806 Peachtree St., N.E.  
Atlanta 8, Georgia

New! **OXCO** BRUSHES

## Hardware Week Special!



### HER HANDS STAY LOVELY... DISHES SPARKLE FAST!

No more messy dishrags . . . no more half-clean dishes, glasses, pots and pans or silverware. The long-handled Speedy-Clean keeps her hands out of harsh dishwater while it cleans all kinds of dishes better, cleaner and faster. She'll have more free time for movies, TV, bridge. Faced with millions of dishes to wash in her lifetime, every housewife will want a Speedy-Clean Dishwasher. Better stock up right now.

### SELL HER ALL THESE USES!



**GLASSWARE**—Fully rounded face washes glasses thoroughly—cleans bottles, too.



**SILVERWARE**—The only answer to cleaning spoons, knives, between fork tines.



**POTS 'N PANS**—Long-wearing SARAN bristles clean out corners and edges of sticky pots and pans.



**SCRAPING DISHES FOR AUTOMATIC DISHWASHER**—With Speedy-Clean, dishwashing becomes almost nice!



The light, sturdy brush that washes dishes **FASTER, EASIER, BETTER!**

### SELL IN VOLUME WITH SMART DISPLAYS

#### DISPLAY PACK

6 Speedy-Clean Dishwashers (3 yellow, 3 pink) protectively packed in stand-up display. Just insert colorful top sign and start to sell.



#### INDIVIDUAL PACK

One Speedy-Clean Dishwasher, carded for hang-up display, in printed, folding carton . . . Ideal for mass or jumble display.



**irha hardware week**  
April 25 thru May 4

**SPEEDY-CLEAN \$1.49**  
WILL RETAIL AT **ea.** (Reg. \$1.69)

See Your Jobber for all details!

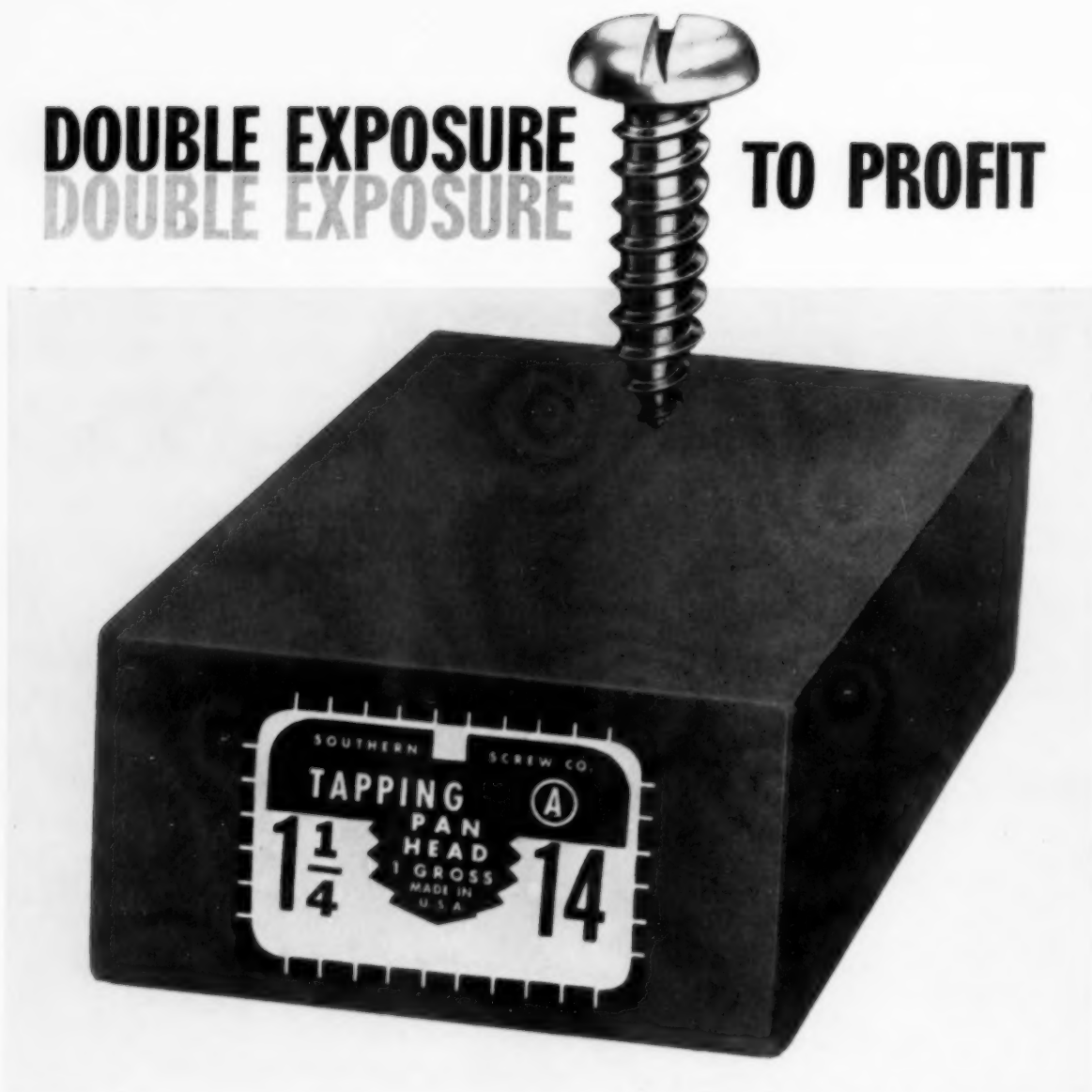


**OX FIBRE BRUSH CO., INC.**  
FREDERICK, MARYLAND  
*Established 1884*

APPROX. 3/4 SIZE

**DOUBLE EXPOSURE**  
DOUBLE EXPOSURE

**TO PROFIT**



"A Satisfied Customer Is Your Best Salesman"



For free Stock List, and Package Stock Guide, write Box 1360-SH, Statesville, N. C.

WAREHOUSES: NEW YORK • CHICAGO  
DALLAS • LOS ANGELES

SOLD THROUGH LEADING WHOLESALE DISTRIBUTORS

Southern Screw Quality and Service creates customers and keeps them — building more sales for you! And EZ to C® packaging doubles Southern's salespower because:

**CARTON IS STRONG . . .**

Easy to handle  
Soil- and moisture-resistant

**LABEL WORKS HARD . . .**

Color-keyed for  
Accurate and  
Quick identification

Make Southern your one source for screws and bolts—and get the famous "Southern" service for package or bulk orders.

Complete line of screws and bolts in widest range of sizes and finishes:

Wood Screws • Stove Bolts • Machine Screws & Nuts  
A&B Tapping Screws • Roll Thread Carriage Bolts  
Dowel Screws • Wood & Type U Drive Screws  
Hanger Bolts



THE

*Drybak*

"SKIMMER"\*

## WATER SAFETY BELT

SKIING • SWIMMING • FISHING • HUNTING

The *Drybak* "SKIMMER" fills the need for a lightweight safety belt that is comfortable, practical and permits complete freedom of movement. Made especially for water skiing, the "SKIMMER" also is highly useful for learning to swim, fishing and hunting. The "SKIMMER" is designed to furnish comfort and safety for all active water sports for all ages, sizes and shapes.

ORDER FROM YOUR JOBBER TODAY

Equal buoyancy fore and aft that is soft and resilient.

Exclusive design permits instant size adjustment for perfect fit.

Horizontal strap construction prevents belt from slipping, fits belt to body contour snugly, comfortably. Vertical web-on-web construction with shell material between permits no strain or tear of shell material.

Heavy-duty, rustproof hardware that lock securely, snap open easily.

Heavy drill shell, stuffed with new, selected Java Kapok in heat-sealed vinyl inserts prevents water logging.

PRICE: \$4.75 List  
SIZES: Small, Medium & Large  
COLOR: Bright Orange  
PACKED: One dozen, same size to a carton

SHPG. WT: Small 13 lbs.  
(ONE DOZ.) Med. 15 lbs.  
Large 16 lbs.

*Drybak*

DIVISION OF

RED HEAD BRAND COMPANY

4311 W. Belmont Avenue., Chicago, Ill.

© 1957  
PRINTED IN U.S.A.  
PAT. APPLIED FOR

# PUT THIS DOUBLE-DUTY SALESMAN TO WORK FOR YOU

Every roll of well-known, well-made, well-liked DIXISTEEL Fence carries this colorful metal sign—a double-duty salesman for you.

*At your store* it tells your customers you are headquarters for DIXISTEEL Fence—a name they know they can trust.

*On the farm*, or other installations, the DIXISTEEL signs keep on selling, for they are attached to go up with the fence. The fact that users leave the signs on is evidence that they are proud of the fence you sell—DIXISTEEL.

These double-duty signs are now double-faced, so no matter which way users put up their fence, the DIXISTEEL sign always faces outward—to tell everyone that here is another DIXISTEEL Fence installation.

Sell the fence that sells for you—DIXISTEEL!

## TWO HANDY COMPANIONS TO INCREASE YOUR SALES



Every time you sell fence, suggest that it be stapled with DIXISTEEL Staples, and that strands of DIXISTEEL Barbed Wire be used at the top and bottom for extra fence protection.



## Atlantic Steel Company

P. O. BOX 1714, ATLANTA 1, GEORGIA

## *For steady profits, they spotlight* **Electrical Supplies**

**T**HE LATEST in lighting fixtures are on display, an abundance of electrical supplies is within reach of the do-it-yourselfer—and substantial profits are coming in to Fort Smith Vehicle Co., Fort Smith, Arkansas.

This long-established company that got its name in the days when

**By Sophie W. Ellis**

it sold John Deere farm wagons has made electrical fixtures and wiring supplies one of its main lines.

In the store—recently remodeled for self-service—the electrical department occupies the most important spot, right by the front entrance.

Here, on fixtures especially designed to show a wide variety of small items, all clearly price-marked, everything needed for wiring a house, installing new circuits and convenience outlets, and for making all repairs is shown within hand-reach.

Assistant Manager Garland Stipe said that the displays are planned especially to aid the homeowner, and particularly women.

"Women are making their own



Assistant Manager Garland Stipe helps do-it-yourself customer select needed parts for a home repair job. Glass dividers separate the parts, and each compartment is plainly price marked

Women are attracted to lighting fixtures displayed on overhead canopy. Lady here spots special one she wants demonstrated before buying. Each unit is connected for demonstration and surplus stock, about six of each unit, is stored above canopy





Garland Stipe arranges a special display of porch lights. New designs in these always bring unusual demand. The lady below is pleased with the quick service offered at the checkout counter since store's recent conversion to self-service

small repairs now," he stated. "Sometimes they know how to assemble or repair an extension cord, but they do not know what part to ask for. If they see the part in a well-planned display, they can pick it out. Our display of repair and wiring needs, arranged for self-service, saves time for us and the customer. The fixture display needs a salesman ready to give assistance, and we planned it that way. We attract the fixture customer with advertised specials, and then try to sell her up when she comes in."

The small electrical repair parts are shown in glass dividers, each compartment bearing a large, plain price mark. The customer is

given every self-aid possible; extension cords, for example, hang over the section containing parts and wire for making extension cords. Women often are seen examining these, and then calling for parts to make their own. The store actually makes more profit by selling the parts than by selling a completed unit, according to Stipe.

Every display is as complete and varied as possible. The long line of electric cord reels carries a complete assortment of wire and cord.

"We want our customers to rely upon us for every electrical wiring need," Stipe explained. "We do not sell to contractors, who prefer to buy wholesale. Our customers

are the home-owners, often young people whose homes have become too small and inadequate, and who are now making their own improvements."

Stipe emphasized the importance of complete stocks in all electrical wiring and repair parts. He shows all types of double sockets, repair plugs, receptacles, fuses, and electrical boxes, with every item on display.

The stand containing light bulbs has everything—bulbs for ranges, refrigerators, vacuum cleaners, sewing machines; bayonet base bulbs; insect-repellent bulbs; heat-lamp bulbs; display bulbs for store windows; three-way lamps, and many more, including colored bulbs. Bulbs carry a good profit, Stipe revealed. When they are displayed attractively, in a part of the store where people have to pass, an important sales volume can be gained on them.

Among the store's most profitable customers are farmers who do their own wiring for pump houses, chicken houses, and barns. A special appeal is made to them through circulars distributed to rural box holders—a large, four-page spread that always has generous space devoted to electrical supplies. This is distributed four times a year. Each issue contains a coupon, to be signed and brought in for a price concession, often on an item in the electrical department, such as fuses, flashlight batteries, or an in-



Traffic is drawn to the flashlight corner; items often are "specials"



expensive bathroom lighting fixture.

Flashlights, although not strictly an electrical item, sell fast from the display in the electrical department. A basket of them, with a special price tag, often is shown prominently. Then there is a complete assortment of batteries and bulbs for flashlights.

The store does an impressive volume on light fixtures, with an inventory of only \$250. This represents medium-priced fixtures that are the latest models, carefully selected for current demand. They range in price from \$1.39 for a porch light to \$7.95 for an attractive bedroom unit.

When the customer wants more expensive items, she selects these from one of several catalogs carried in the department, or she is taken over to the wholesaler's sample room which is near the store.

Fixtures are displayed on an overhead canopy, each unit connected for demonstration. Surplus stock, in boxes, about six of these for each unit on display, is stored on top of the canopy, each variety directly above that particular displayed fixture. This manner of storing surplus stock gives quick service to customers.

Stock is checked every day to assure that from half a dozen to a dozen of each unit is on hand.

Porch lights sell faster than the other units. The department buyer keeps up with the new designs in this popular fixture.

"People in this area want a barbecue corner in the patio or backyard, and they usually like a simple porch fixture for lighting," Stipe remarked.

He emphasized that the store buying is done carefully, so as to avoid slow-moving items. The cautious buying, accurate stock control, and continual checking eliminates the need for clearance sales.

Department Manager Russell Northup values the aid of the distributor's salesman who comes in frequently to check the fixture stock and to pass on information about new designs and on what people are buying.

"Fixtures turn faster than most items in the store," Stipe asserted. "Our experience with them is that fast profits come from a small inventory of carefully selected stock.



Displays feature the wide assortment of electrical wiring supplies; all are price marked. Bulbs of all types and extension cords are carried in abundance

We do not cut prices, not even when we advertise a special. Sometimes we do buy a special lot of porch or bathroom fixtures to attract traffic. When the customer comes in, we always show a better unit, and often make a sale on this instead of on the special.

"We stress variety in our fixtures, and always strive to show something, at a moderate price, that others do not have."

Pull-down lamps are the only

lamps shown. These sell readily at this time, and can be displayed as a lighting fixture. Table lamps, Stipe said, may become shopworn from handling and so he does not handle these products.

Electrical fixtures and supplies are about the only items in the store that do not go into layaway. Customers for these items want to use them immediately, and cannot wait for a period of time to pay them out of layaway.



# The Profit Potential in

**F**EW LINES carried by southern hardware retailers have a greater volume and profit potential than housewares. And the constantly expanding market for these products is a natural result of the nation's ever-rising standard of living. For the typical consumer, there seemingly is no lack of interest in the products which beautify the home, save time, and chase away forever the drudgery of the kitchen. In short, modern housewares go hand in hand with modern living and the whole concept can mean a substantial source of sales for the alert hardware dealer.

In capitalizing on this market, southern dealers located in the small cities and towns which comprise this region have a particular advantage over dealers in other sections of the country. Few of these towns have specialty stores or department stores with large stocks of these products. Consequently, for the medium price and better quality housewares the hardware store is the leading outlet.

The importance of the line to the hardware trade down South has been fully recognized by hardware wholesalers throughout the area. In recent years numerous hardware distributors have held special clinics devoted exclusively to housewares. Designed to bring to the attention of dealers the latest models and products in the line, these clinics have drawn impressive crowds of dealers where

ever they were staged.

Dealer interest and attention to the line was clearly evident in the results of past research by SOUTHERN HARDWARE which revealed that for the typical southern hardware retailer sales of housewares account for more than \$11,000 annually.

There is competition for this business, stiff competition, as other types of retail outlets edge in on this market, but in the South the hardware retailer has the added advantage of being the logical outlet for these products.

Even so, the dealer might well bear in mind that there are certain essentials that must be met for maximum success. Perhaps the most important requirement is an adequate inventory, well-displayed and maintained. Few women customers—and they will account for the bulk of these sales—will be attracted to a haphazard display of a few dusty pots and pans.

But imaginative, clean displays, offering complete selection—from table appliances through kitchen utensils—will win that repeat business. Complete selection and repeat business usually results in high turnover—the key to really large profits.

While sales are heaviest during the Christmas buying period, and during the warm months of the picnic season, housewares actually is a line that can yield year-round profits and therefore justifies a sizable area for display.

(Continued on page 46)

# Housewares



## Check List for the Housewares Department

Can openers	Picnic supplies	Kitchen clock
Galvanized ware	Kitchen stools	Coffee grinder
Ice cream freezers	Table flatware	Coffee maker
Pressure cookers	Rubber housewares	Corn popper
Food choppers	Jar openers	Deep fat fryer
Knife sharpeners	Plastic ware	Egg cooker
Ice crushers	Glassware	Fans
Cutlery	Chinaware	Food mixer
Juice extractors	Woodenware	Hotplate
Enameled ware	Household bags	Iron
Kitchen cooking tools	Pottery	Massager
Household glue	Ironing tables	Meat grinder
Aluminum utensils	Incandescent lamps	Roaster
Cast iron holloware	Household brushes	Sandwich grill
Tinware	Cellulose sponges	Skillet
Steel-copper utensils	Blender	Toaster
Household cleaners	Bottle warmer	Vaporizer
Kitchen scales	Broiler	Waffle iron

# Merchandising Housewares

## *in a typical southern town*



Keadle Hardware is one of two hardware stores in city accounting for a major share of housewares sales



A partner in the business, Haygood Keadle here sells aluminum ware to customer. Displays of housewares extend along one entire side of this store. China is displayed up front. Sales range from \$15,000 to \$18,000 annually

**W**HERE DO consumers buy housewares? There is no pat answer to that question, for on a national scale housewares are sold through many types of outlets—from variety stores through large department stores. But in the small town market that comprises much of the South the hardware dealer is the leading distributor of this line of merchandise.

This is a natural outgrowth of the economic factors which give the southern market certain unusual characteristics. The typical southern city has no large department store handling a broad line of merchandise and few of these communities have specialty stores which confine their activities to one line of products. Consequently, the hardware retailer is the major outlet for housewares, and, in fact, is relied upon by customers for

whatever they need in this line.

To highlight the merchandising of housewares in a typical southern town, SOUTHERN HARDWARE visited Barnesville, Georgia, a town of about 4,000 population. Being sufficiently distant from a large metropolitan center the town's retail trade is not dominated by big-city stores. There are no major department stores in Barnesville and the principal competition for housewares sales comes from a small variety store and from one automotive chain store which carries a limited inventory of housewares.

Keadle Hardware Co. is one of the two principal hardware stores in the city capitalizing on the increasing demand for housewares.

"Housewares have filled a great need for hardware dealers," said Haygood H. Keadle, partner. "The

day when we carried mule collars and other similar items is gone. Today, in the small town, the aggressive hardware dealer can recapture a lot of business that drifted to the auto chain stores, dime stores, and other competition by selling housewares.

"I carry nearly \$10,000 in housewares inventory and gross between \$15,000 and \$18,000 a year in sales. Housewares are a good mark-up item, and I do my best to carry as many popular items as I can. Many of these items have a 50% mark-up, while the mark-up on other items is 100%. Over the past four years, I have realized a little better than 33 $\frac{1}{3}$ % profit on these items.

"I've been able to net between 7% and 8% profit after normal expenses—salaries, rent, and other costs," Keadle said further.



**In the small cities and towns which comprise much of the southern market the hardware retailer is the major outlet for housewares and related lines of products**



Barnesville Hardware Co. grosses about \$100,000 annually of which \$10,000 comes from sales of housewares. Owner B. T. Woodall has been in the business since 1898, and is "sold" on housewares as an added source of volume

Like many small southern towns, Barnesville is feeling the effect of considerable building of residential homes. Housewives seem to be looking constantly for modern, up-to-date items for their new homes. There is more color in use—colored kitchens, opening onto large, spacious family rooms, and roomy bathrooms with one or more washbasins and wall-sized mirror.

Housewares items are in keeping with this trend, and usually it is the hardware dealer who has the best opportunity to capitalize on this market.

Featured on several counters and on shelving that runs the length of the store, Keadle's housewares section makes an imposing display. Measuring approximately 12' x 60', this section has been actively promoted for the past four years.

"I rate cookware first from the standpoint of gross sales volume," Keadle said. "We do almost 50% of our total housewares volume on these items. Our stock of these items includes most of the better quality lines. Of course, I also have a few of the cheaper aluminum items. However, we don't sell many of the cheaper goods. Our customers have the money, and they want something good for it these days.

"While housewares do account for year-round volume, I'd say that 50% of this merchandise is sold during the last quarter of the year. The first and second quarters usually bring in 20% of the sales, respectively, and the third quarter accounts for the balance. Sales in the third quarter are low because most folks around here are taking their vacations or are avoiding the heat by not cooking heavy meals.



Keadle Hardware's inventory of housewares is varied and stresses better quality lines. Store owners expect sales volume to increase in future

"I sprinkle a lot of small gift items among my housewares and enjoy a year-round volume from them. This is the only store in the city that performs this service for the local bridge clubs. Gift items also are in demand for weddings, birthdays, and other special occasions. I concentrate on the unusual gift whereas the variety stores carry the cheaper lines."

Keadle spends around 2% a year on advertising and is considered one of the city's most aggressive merchants. Slow-moving merchandise is closed-out through substantial price reductions. In addition, Keadle makes special purchases often and ties-in with seasonal promotions at every opportunity.

Principal means used for advertising is the local newspaper. Ads vary in size from one-quarter page (used mostly) to the full page ad used at Christmas and on other special occasions.

Dishes and related items are popular with housewives for personal use as well as for gifts. Keadle carries 32-piece sets retailing from \$7.95 to \$16.95; 53-piece sets retailing from \$18.95 to as high as \$59.95; and china sets selling up to \$129.50. Dishes are stocked in three or four different patterns, though they are sold separately as well as in sets. Starter sets retailing from \$6.95 to



In Barnesville principal competition for sales of housewares comes from this variety store. In the bottom picture the store manager checks prices in the housewares department. Hardware stores in the city meet this competition with competitively priced lines and in addition have the better quality merchandise plus selections of portable table appliances

\$29.95 also are popular items.

Keadle carries many cookware items—biggest volume producers in the store. Heavy aluminum goods and copper bottom utensils are leading sellers.

Aluminum items are carried in selected numbers and range in price as follows: percolators, \$3.95 to \$4.95; five-in-one boilers, \$2.95 to \$3.95; roasters, \$3.50 to \$7.95; and bun warmers, \$3.95 to \$5.95. These items also lead in sales.

Glass ovenware is heavily stocked and is displayed prominently. Biggest items in this line are pie plates, 39¢ to 65¢, and casseroles, 89¢ to \$1.75. An assortment of frames and other accessories, normally used with these items also is stocked.

"Dinnerware in hardware stores has been accepted by the public now," Keadle pointed out. "I

stock it in sets that sell from \$6.95 to \$27.95. I carry the full line, because there are not a lot of slow items in it. However, I do not carry every color. Turquoise (best seller), flamingo, yellow, and lime green are next in importance, in that order.

An almost indispensable part of a good housewares department are the small electric appliances. They dress up the displays, and when stocked carefully turn over adequately. Keadle stocks electric mixers, toasters, and percolators, and others. These range in price as follows: percolators, \$4.95 to \$29.95; mixers—hand and large-types, \$14.95 to \$52.95; toasters, \$12.95 to \$26.50; waffle irons, \$13.95 to \$31.50; and irons, \$4.95 to \$17.95.

Other items which Keadle feels make up a successful housewares

section are andirons, screens, and fireplace sets that sell from \$9.95 to as high as \$49.95; rubber products, including mats, sink mats, dish drains, bathtub mats, and stove-top mats retailing from 98¢ to \$3.95; waste baskets in a large assortment retailing from 98¢ to \$4.98; and many smaller kitchen items (to be sold as gifts) such as meat thermometers, 88¢ to \$2.95, serving tongs, 98¢, and many types of cutlery.

Ironing boards, \$5.95 to \$18.95, and pads, \$1.49 to \$3.95; serving tables, \$6.95 to \$14.95; and kitchen stools, \$3.98 to \$15.95 are other items in steady demand.

Keadle's has been in operation from 1948, and today, is shooting for \$150,000 in total volume. Keadle is partner in the firm with his brother, Joe.

B. T. "Buff" Woodall, owner of Barnesville Hardware Co., has been merchandising hardware since 1898. He is "sold" on housewares as an added source of volume for hardware dealers and keeps a \$5,000 inventory of this line in his store.

Last year he grossed \$100,000 and estimates that approximately 10% of this figure was in housewares.

Unlike Keadle's, Barnesville Hardware Co. does not departmentize housewares, preferring to display the items about the store. This is principally due to the lack of space.

Mr. Woodall estimates that his mark-up averages about 30% from which he realizes a net profit of 3% to 5%. Barnesville Hardware Co. concentrates primarily on the medium price lines of housewares.

Woodall spends from \$600 to \$1,000 a year on advertising which represents less than one-half of one percent of his gross volume. In all, housewares receive little special promotion, but volume is good, nevertheless. In Barnesville, as in other southern towns, customers automatically go to the hardware store for housewares.

Housewares sales are slowest in the first quarter of the year, according to Woodall. There is a marked increase during the second quarter, 30% of total housewares sales being made in this period. The third quarter sales drop slightly to 25%, with the final quarter accounting for the largest volume, 35%.

Biggest volume producers, listed in order of their importance to  
(Continued on page 46)

In an eight-month period inventory in  
this new housewares department turned five times

# Housewares: \$25,000 Line



Impressive displays of housewares occupy almost the entire left wall of the store. In addition, three other short rows of island fixtures are devoted to housewares. Displays are changed regularly and cleanliness of displays, left, is insisted upon as one way of attracting traffic to this department

**L**ESS THAN eight months after Zac Lentz Hardware, Victoria, Texas, opened a housewares department, the new section was accounting for a volume equal to \$25,000 a year on a turnover of five times within the eight-month period, according to R. W. Jacobs, manager.

The new department was a logical development following the company's moving into a modern new store, with its resultant better display, lighting, and display facilities. The new location, because of its inviting front and layout, plus a strategic spot on a busy thoroughfare, provided a natural appeal for women shoppers. Start-





Displays of housewares are clearly visible through front windows of store. Displays are changed about every two weeks to stimulate buyer interest. Items immediately inside the windows are changed at least weekly, with seasonal items emphasized

ing the new housewares section was a move to capitalize on this natural appeal, Jacobs explains.

Obviously some housewares items already were in stock when the new department set up for business, and these items were moved over to the new department and arranged for best effect. About \$2,000 additional stock was added at the start, and this investment has been gradually increased as demand suggested.

The department occupies an area down the left-hand side of the store, to a point more than two-thirds the distance to the rear, where a special section for related merchandise—cleaning goods—occupies the remainder of the space down to the rear. There are no window ledges, and the department extends frontward into the window, which is considered by Jacobs the most valuable merchandising area in the department.

Open wall displays range the entire distance of the department, and one row of open fixtures, with display areas on both sides, extends the same distance. In addition, three other short rows of fixtures at the front end of the department extend the housewares displays to near the center of the floor, where are located the cash register and wrapping counters.

This company is putting over a profitable housewares business in violation of general custom and advice: It employs no saleswoman to manage the department or even work in it. In fact the only woman

in the store is the bookkeeper, who works in a rear corner of the floor, opposite the housewares section.

"We considered hiring a woman to supervise the department and doubtless would have hired one if we could have found the exact type of person we wanted," Jacobs says. "Now that things are running so satisfactorily, we're in no hurry. Four of us work on the floor—all men—and all of us have made ourselves familiar with the housewares stock and can talk intelligently about any item displayed."

#### Upkeep of Department

In the purchase of a lot of housewares items, women prefer to deal with men, Jacobs believes—particularly such goods as small electrical appliances, and any other items requiring some mechanical knowledge to discuss clearly. He has found that there is no obvious objection to buying aluminum, cutlery, cooking-ware and pottery, which, with the foregoing items, make up the bulk of the merchandise of the department.

All four salesmen have a responsibility for keeping the department fresh and clean-looking, but one man is directly responsible. If nobody else does, he goes over the entire area once a day with a duster, to make certain that no dust collects on either merchandise or display fixtures to mar its newness.

When a man sells an item from

display, it is his job to replace it from reserve stock and to see that the entire display is properly arranged when the new item goes into place. This is particularly important, Jacob believes, because women want to browse in a housewares department that looks new and shows merchandise that appears equally new.

Displays are shifted regularly—every two weeks or more often—so that the department does not take on a look of sameness to women who come in frequently. This is vitally important, Jacobs finds, to keep regular customers coming in and telling their friends about the department. The items that occupy the areas in the window receive even more frequent attention. They are changed each week or more often, and timeliness is a major factor in selecting stock for this area. Cutlery, for example, occupied space in this area for three weeks prior to Thanksgiving, although it was shifted from one spot to another several times during the period.

The company depends on advertising—newspaper space and an occasional circular—to bring women into the store and its general appearance and appeal to keep them coming. Some item in the department is featured weekly in the local daily paper.

"We have found that special promotions help," Jacobs points out, "particularly when the newness of the department is considered."

(Continued on page 46)



This sizable display of kitchenware has a natural appeal for the average woman customer. Such displays are responsible for many impulse sales. The customer, at right, as many do, browses among the displays, examining items here and there which attract her eye. In no department are careful displays more important to sales



By Richard Lane

# Formula for Maximum Turnover

- Orderly displays
- Complete Stock
- Cleanliness

**I**NTERESTED in boosting your housewares sales volume?

Housewares often are overshadowed by departments that yield faster and fatter profits. Yet some stores that really promote

housewares with the same vigor they promote paint, tools and appliances enjoy surprisingly large volume.

For example, take Southern Hardware & Supply Co., which op-

erates two stores in Memphis, Tenn.

This progressive dealer puts special emphasis on housewares at both stores—and the stores' sales reflect it.

Southern Hardware & Supply Co. uses no magical methods. Its methods are basically simple and should build housewares sales volume for any dealer willing to try them energetically.

They are:

1. Attractive, eye-catching displays—up front.
2. A large, full stock including several price lines.
3. Cleanliness.

Sounds easy, doesn't it? But some hard work is required. Let Dan Wagner, partner in the Memphis firm, elaborate on the three basic factors behind the success of housewares promotion. Wagner manages the Southern Hardware & Supply Co. new store in the Lamar-Airways Shopping Center, while his partner, E. B. Thorne, manages the other store at 2472 Poplar Avenue.

"We have placed our house-



After inspecting kitchen utensils and electric housewares, the customer pauses to read instruction pamphlet. Displays are located close to front



In its Lamar-Airways store, Southern Hardware & Supply Co. has six wall displays and one wall display of housewares. The displays run straight down the center of the store from door to wall. Housewives, above, browse along displays of glassware and china. Displays are dusted every day. The employee in bottom photo goes about his daily routine with the duster

wares displays where the housewife simply can't miss seeing them, whether she is entering the door or walking past the store," Wagner declares. "Whether she is interested in buying or not, we want her to know we have the same quality, and, in most cases, the same quantity and price range she will find at the downtown department stores.

"Many housewares items are sold on impulse. A woman may come into the store for a pint of paint or some floor cleaner. But if something on a housewares counter or rack catches her eye and appeals to her, there is a good chance she will buy it then and there.

"The display at our Lamar-Airways store is particularly effective. The display runs from the front to the back of the store, right down the middle. It's the first thing a woman sees when she enters the door," Wagner explains.

One wall in this store also is devoted to the display of housewares—china and glassware.

Pots and pans—aluminum, copper and cast iron—are on the center counters and racks, as are the rubber and enamelware items.

How about price?

"We stock a fairly expensive line as well as cheaper lines," Wagner declares. "Our Lamar-Airways store is on the fringe of a negro residential section. We have to stock cheaper lines especially for this element of our trade. We sell lots of aluminum and enamelware to negro customers.

"We carry a good stock of dishes, offer a 32-piece set for as low as \$6.50. This appeals to our negro customers especially. We also offer a popular 53-piece set for \$14.95."

Wagner puts special emphasis on cleanliness, and explains:

"You can sell housewares much

easier if they are clean. Let a thick coat of dust collect, and many women won't touch them. Dust them daily, keep them shining clean and the stock will be picked up and examined by women.

"We dust our stock every day. We feel the time and money spent are well repaid in sales."

Southern Hardware & Supply Co. does a good job of tying together all of its housewares. Near the pots and pans are such kitchen gadgets and items as knives, plastic water bottles, cake and biscuit tins, can openers, food choppers, molds, beaters and brushes.

One island display—also prominently near the front—features the more expensive electric housewares such as Dutch ovens, roasters, coffee makers, toasters, skillets and ice cream freezers.

Another island display is devoted to rubber items—dishes, mats, drainers, etc.

Close by is a counter well stocked with waxes, polishes and cleaners.

The Lamar-Airways store has six island displays as well as the wall racks of dishes and glassware. The seven different displays of housewares are the best indication of the importance the store attaches to this department.

Wagner reports kitchen and breakfast furniture also sells well. The firm stocks a representative amount.

Southern Hardware & Supply Co. uses several advertising media—  
(Continued on page 47)



One island display is devoted to rubber products. Company finds this concentration helps sales

By B. Miller



Housewares are displayed on a main traffic aisle to encourage impulse buying. Here, Wiseman assists lady in selecting a quality roaster. Below, customer looks for gift item

## Variety in Housewares

A WIDE VARIETY of quality housewares in attractive, colorful display is the surest way to beat chain competition, according to Leon Wiseman, co-partner of Montgomery Hardware Co., Silver Spring, Maryland. Over a two-year period, sales of housewares in this store have increased 35 percent.

### *beats chain store competition*

The store's inventory of housewares averages about \$8,000 and turns over three times annually.

"We place our quality house-

wares on the store's main traffic lane between the front and rear exit," Wiseman stated. "This stimulates impulse buying.

"Our real means of drawing traffic, however, is a housewares catalog put out three times a year and sent by direct mail to 8,000 residences. We put on specials from time to time that we promote in the local Shopping News," Wiseman continued. "The response is always good, and the special items not only are sellouts, but additional sales are made in related merchandise. The specials help bring people into the store."

Occupying 30 feet of wall space at the right of the store entrance, gift goods attract the initial attention of those entering the store. They are arranged attractively in individual displays against a pink background. Adjacent to them are the mass displays of standard housewares in quality lines.

"The customer shopping price usually will not go to the hardware dealer. The hardware dealer then should make himself known for carrying only quality lines. It has

*(Continued on page 47)*



## Long-range planning can

# Slice Those Taxes!

*This article is based on information supplied by the American Institute of Accountants, the national professional organization of certified public accountants, and checked for technical accuracy by the Internal Revenue Service.*

**L**ONG-RANGE tax planning in today's business world of high tax rates is no longer "big business foolishness." Last-minute tax worrying with no year-around tax thinking can result in the loss of sizable savings for small and medium-sized businesses when it comes time to file a tax return.

For example, assume that last summer you were forced to replace your air conditioner. You shopped around and found you could either sell your old unit to a private party for \$500, or a dealer in town would give you a trade-in allowance of \$500 on it. That seemed like six-of-one-half-a-dozen-of-another to you; so without thinking—or worrying—about tax matters you traded in the old air conditioner.

To prove how such a seemingly simple business decision such as this can affect how much tax you will have to pay, let's assume further that the air conditioner which you traded had originally cost \$2500 and that you had taken \$1000 in depreciation on it. This meant its cost for tax purposes was \$1500, and you were going to "lose" \$1000 whether you accepted the dealer's trade-in allowance of \$500 or sold to the private party for \$500.

So far still six-of-one-half-a-dozen-of-another, but now since

you elected to trade-in your old air conditioner, let's see how you can claim a deduction on a tax return for your \$1000 loss. The answer is simple. You can't. All you can do is add the amount of the loss to the cost of your new unit, and eventually receive tax credit for your loss in the form of slightly higher depreciation deductions.

On the other hand, if you had made a bona fide sale of your old unit to the private party and a separate purchase of a new unit from a dealer, you would have established a \$1000 loss which could be claimed as a loss deduction on a tax return and used to offset regular income.

It is not always true, of course, that a loss deduction on the tax return is worth two in the bush of depreciation, but a general rule to consider when you are trying to decide whether it would be more advantageous taxwise for you to sell or trade-in an asset is: sell "loss" property to obtain a deduction, and trade "profit" property to avoid the tax which must be paid on any profit realized from the sale of an asset.

### Consult Accountant

You may find that you have sold yourself into a capital gains tax or traded yourself out of a loss deduction if you have not figured your depreciated costs correctly. This is a matter you should discuss with a certified public accountant. Not only can he verify the accuracy of your mathematical computations, but he can also explain the advantages and disadvantages of the various methods used to compute depreciation. It could be that the method you used or are using is not the one most suited to your business needs from a tax standpoint.

For example, if you asked a CPA whether you should use the straight-line or declining balance method to depreciate your new air conditioner, one of the first questions he might ask you would be: what are your cash requirements and what are your profits likely to be? If you are thinking of expanding and need additional cash within the next few years, he might recommend that you use the "new" declining balance method to compute depreciation.

The declining balance method "speeds up" or increases depreciation rates. This starts the chain reaction to your objective of retaining cash in the business, because when you increase depreciation rates you also increase allowable depreciation deductions on your tax return. The amount you may write-off the first year is twice what it would be if you used the straight-line method; so by applying a \$1000 instead of \$500 depreciation deduction against your regular income, you are going to reduce your taxes, and cash that does not have to be paid out in federal taxes can be retained in the business for expansion purposes.

It seems all good things eventually come to an end, however, and while in the first year the declining balance depreciation rate may be double that of the straight-line, this differential diminishes in succeeding years until declining balance deductions are even less than they would be under the straight-line method. This is why it is important that you consider current and future earnings before you select a depreciation method.

For example, if your current earnings are low, or if you are putting in a new line of merchandise

*(Continued on page 48)*





Call order and city sales department is now center of operations on lower floor

## Odell Modernizes

WAREHOUSE changes designed to improve customer service and to reduce operating expenses while helping the company maintain a better balanced inventory have been completed by Odell Hardware Co., wholesalers in Greensboro, North Carolina.

In rearranging its facilities, the company consolidated its small, repackable items in one 45,000 square foot section on the lower floor. Merchandise in this section includes builders hardware, mechanics tools, shelf-type general hardware, sporting goods and housewares.

More than 700 sectional steel bins, all 87 inches high and 42 inches wide, were installed in this section. Some of these bins are 24 inches deep while others extend to 36 inches in depth. Sufficient spacing was allowed for main traffic aisles and for the intermediate and feeder aisles which serve the five separate departments in this section.

The call order and city sales department has been moved to the lower or main floor of the building and is located in approximately the center of operations on this floor.

The company's small packing



Surplus storage racks, above, are used to warehouse many items not suitable for storing on steel shelving. Note heavy steel frames supporting the wood shelves. Intermediate feeder aisles, left, extends through the bolt sections. Steel shelving is a little over 7' high



room has been moved from an upper floor to a location near the center of operations on the lower floor. This arrangement permits small packaged merchandise stored in the new steel bins to be fed directly into the packing room and from there to the main shipping floor or shipping dock adjacent to the packing room.

In certain parts of the warehouse the company has installed heavy channel steel excess storage bins to warehouse many items which

(Continued on page 49)

# Paint, Talk, and Horse Collars

*draw farm trade to this store*

By Donley Lukens



In catering to the farm trade, prominence is given the small stock of horse collars, pads, bits, etc. Here Bob L. Hayes serves a customer



Garden tools, displayed behind bins of pipe fittings in the rear of the store, are placed there to draw customers past other merchandise

"HAYES HARDWARE is an expert at concealing its progressiveness, but it certainly gets profitable results with the farm trade. I have never known a store whose farm customers were as loyal to it as Hayes' customers are to him," remarked a salesman of the Hayes Cash Hardware Co., Elkin, North Carolina.

N. E. Hayes has catered to farm business from the time he first opened his store, more than 20 years ago. A stranger walking in still finds it strongly suggestive of a country hardware store.

This is probably the key to the store's success with the farm trade for it creates an atmosphere in which customers like to stop and visit, either with Mr. Hayes and his son Bob L. Hayes, or with each other. You can hear long and serious discussions of farm problems, methods and prices, or the Bible—and on all of these subjects the Hayes are well informed.

The store layout and displays are planned to add to this atmosphere. There are no hard hitting, dramatic displays, even though there is plenty of merchandise in view where customers see it, and where it acts as an effective reminder of their needs.

Housewares and cooking utensils, on which stocks are limited to a few fast moving lines, are displayed on tables and shelves near the front door. Copperclad steel utensils, pressure cookers, steel milk pails and other top quality lines, which compose the bulk of the store's dollar housewares inventory, are given prominence on the center tables, with low-priced enamel and tinware on side tables and shelves. Medium-priced lines are not stocked.

"Our customers just buy two grades of housewares. They want  
(Continued on page 48)



# HARDWARE WEEK SPECIALS!

CLEAN UP  
WITH THIS ONE  
A \$2.98 VALUE  
FOR JUST  
**\$2<sup>19</sup>**



## DISPLAY PACKED **EMPIRE HOUSEHOLD PUSH BROOM #5640**

- Special black Emprene bristles—the right texture for general household sweeping
- Covers more ground from attic to basement—all-round brush for indoor use . . . kitchen, porches, cellars, etc.
- Handy 14" home size
- Carries the Good Housekeeping Seal of Approval
- Packed in colorful display carton.

A \$2.98 VALUE . . . NOW A BIGGER SELLER AT ONLY **\$2<sup>19</sup>**

## DISPLAY PACKED **EMPIRE OUTDOOR PUSH BROOM #5639**

- Heavy duty, for heavy dirt—wet or dry
- Red-brown Emprene bristles last and last!
- Does a thorough job on rough surfaces—basements, garages, patios and sidewalks
- Popular 14" size
- Carries the Good Housekeeping Seal of Approval
- Packed in attractive display carton.



## DISPLAY PACKED **EMPIRE SPINNING—SUDSING FOUNTAIN BRUSH #5647**

All the best features of a brush costing more than \$7.00 but now only **\$4<sup>98</sup>**



- Automatic suds chamber
- Superior 2500 RPM spinning action
- 1-piece, 3 ft. handle with special vinyl hand grip
- Shut-off gasket valve
- **This top-performing fountain brush comes to you in a colorful simple-to-set-up display carton for easy selling!**

All your brushes from one dependable source

**EMPIRE BRUSHES, INC.** Port Chester, New York

**EMPIRE**

# CATALOGS & BULLETINS

*Available free to readers. Circle the numbers of items wanted on the return post card, page 52*

**Store Displays.** Each type of display item from ticket holders to complete display units is fully illustrated and described in a catalog which contains much information on display assembly and modern store engineering. Reeve Co., 9249 East Bermudez St., Rivera, Calif.

Circle No. A1 on coupon, pg. 52

**Delta Power Tools.** An eight-page fold-out bulletin includes photo-illustrated descriptions and condensed specifications of the principal Delta power tools. The bulletin, Form AD-964, unfolds to form a 17 x 22 inch wall chart. The 10-inch tilting arbor bench saw and combination 10-inch bench saw and 6-inch jointer are among the tools included. On the reverse side of the unfolded bulletin are photographs of Delta tools in use in maintenance departments, various shops, etc. Delta Power Tool Division, Rockwell Manufacturing Co., 454 North Lexington Ave., Pittsburgh 8, Pa.

Circle No. A2 on coupon, pg. 52

**Hand Tools.** Catalog No. 5700, condensed from 48 to 20 pages, continues to illustrate the more than 800 hand tools made by the company. Many new tools are listed. P & C Tool Co., Portland, Ore.

Circle No. A3 on coupon, pg. 52

**Fishing Hints.** A 4-booklet series containing fishing tips and tackle recommendations is available to dealers for over-the-counter merchandising. The booklets are 2-color, have from 16 to 24 pages, and may be carried in a coat pocket or kept in a tackle box. They contain many illustrations and diagrams for quick mastery of proper techniques. Shakespeare Co., Kalamazoo, Mich.

Circle No. A4 on coupon, pg. 52

**Insect Wire Screening.** A revised edition of the brochure "Selling Insect Wire Screening at Retail" is available. The growth and importance of aluminum insect wire screening, which was not a commercially standard item when the earlier editions were printed, is emphasized in the

revised text. Insect Wire Screening Bureau, 75 West St., New York 6, N. Y.

Circle No. A5 on coupon, pg. 52

**Oilers and Cans.** A catalog illustrating and describing the company's entire line of oilers, safety cans, and oil and gasoline containers is available in two forms, No. 55 General Catalog, and No. 55C Condensed Catalog. Eagle Manufacturing Co., Charles St., Wellsburg, W. Va.

Circle No. A6 on coupon, pg. 52

**Casters.** A catalog, listing over 40 new caster models, and containing practical application suggestions and selection data, is available. It lists specific uses for casters in 30 separate and distinct industries. Different types of caster installations are described and illustrated. Gleason Corp., 250 N. 12th St., Milwaukee 3, Wis.

Circle No. A7 on coupon, pg. 52

**Display Fixtures.** Available to dealers are several bulletins describing and picturing the variety of display fixtures manufactured by this company. Pictured items include show cases, display platforms, gondolas, bins, wall shelves and racks. The bulletins include information on the store planning service offered. Sitka Store Fixture Mfg. Co., 50 Kansas Ave., Kansas City, Kansas.

Circle No. A8 on coupon, pg. 52

**Marine and Outdoor Products.** Complete information and detailed illustrations on the 1957 line of Tapatec outdoor products are shown in an 8½" x 11" full-color folder. Marine safety products are featured in a six-page folder containing complete descriptive material. Illustrations are in full, natural color and pertinent facts such as size, style, colors, shipping weights, etc., are listed. The American Pad & Textile Co., So. Washington St., Greenfield, Ohio.

Circle No. A9 on coupon, pg. 52

**Door Hardware.** A booklet illustrating door hardware items contains

compact technical information and provides answers to customers "most asked" questions. The 12-page booklet, #A-91 Lumberman's Catalog, is in color. Richards-Wilcox Manufacturing Co., Aurora, Ill.

Circle No. A10 on coupon, pg. 52

**Clamps.** Much text material on selection, care and use of Jorgensen and Pony Clamps in addition to regular catalog material appears in a 32-page catalog. The catalog is in color and covers "C" clamps, clamp fixtures, bar clamps, hand screws, press screws, etc. Condensed catalogs and pages for house and salesman's use are also available. Adjustable Clamp Co., 437 No. Ashland Ave., Chicago 22, Ill.

Circle No. A11 on coupon, pg. 52

**Fastener Wall Chart.** An indexed price list of standard bolts, screws and nuts made up into a 7 x 11 illustrated wall chart for dealers is available. Price lists for each type are shown individually on succeeding pages of the 10-page chart. Pages are cut so that a drawing and label for each type appear as the cover and tab index of the wall chart. The user opens the chart to find a table of R B & W's list prices and a corresponding table on which the dealer enters retail prices. Russell, Burdick & Ward Bolt and Nut Co., Port Chester, N. Y.

Circle No. A12 on coupon, pg. 52

**Aluminum Furniture.** The Delighter 4-color catalog featuring the 1957 line of aluminum casual and summer furniture is available upon request. Universal Converting Corp., Dept. 1957C, Sawyer St., New Bedford, Mass.

Circle No. A13 on coupon, pg. 52

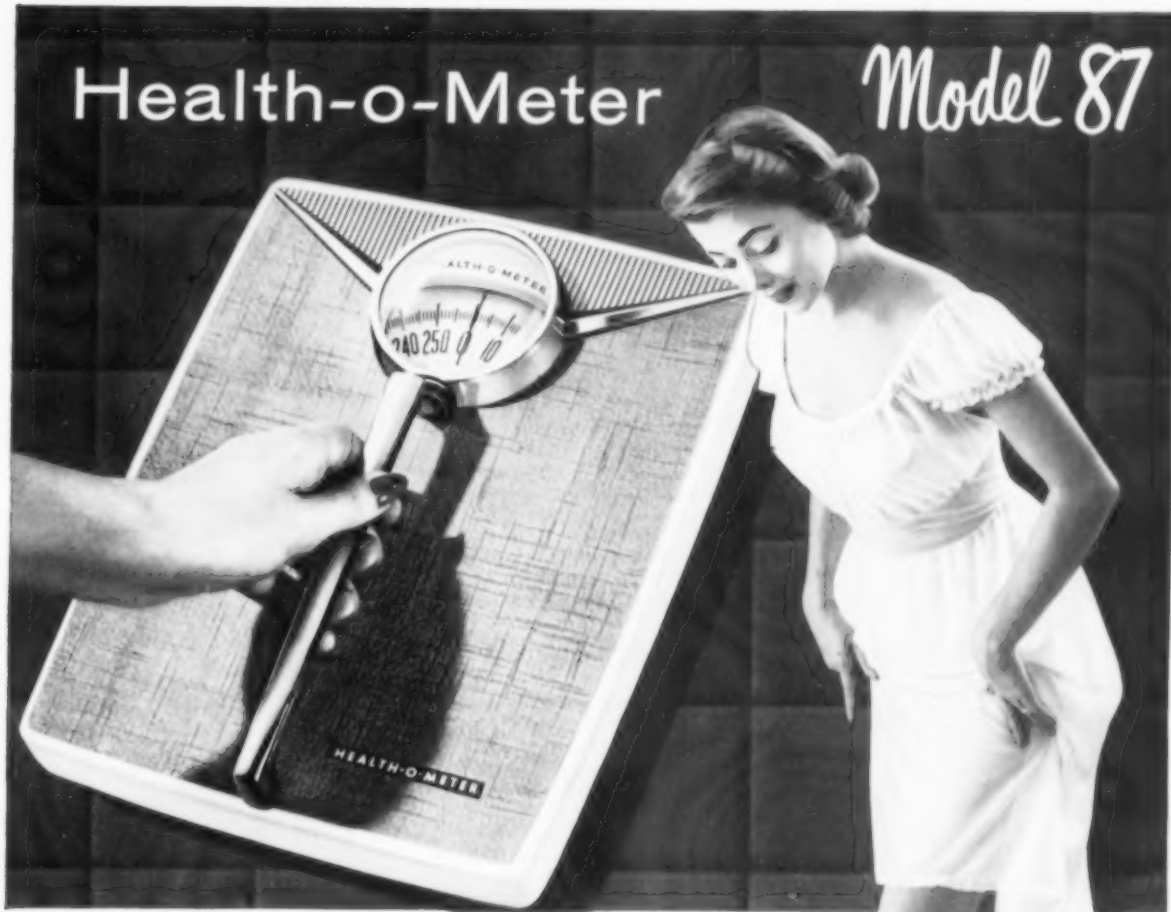
**Plastic Pipe.** Bulletin No. CE-57 on flexible polyethylene plastic pipe is available. The bulletin contains full details about the general and technical uses of the product, full listing of the items in the line and prices, flow charts and installation instructions. A detailed outline is contained of the special qualifications of Sup-



Introducing... a new slim selling silhouette for '57

Health-o-Meter

Model 87



Once again... Health-o-Meter gives you a distinct sales edge over any other bath scale! None have the Model 87's sleek, flat, sheer design... a design that brings the beauty of modern simplicity into any bathroom.

**Other features that will captivate your customers:**

Retails for only

**\$11<sup>95</sup>**

Yet gives you maximum profit per sale!

All-chrome **\$14<sup>95</sup>**  
Model 89

All-gold finish  
Model 89G **\$18.<sup>95</sup>**

(Prices slightly higher  
Denver and West)

- **Exclusive** built-in handle for safe, sure lifting.
- **Brilliant** enameled finished colors accentuated by gold and chrome trim.
- **Wide-eyed** 260-lb. capacity Panoramic Dial ends bending or squinting.
- **Precise** weighing mechanism engineered for extreme accuracy.
- **Scuff-resistant**, anti-skid vinyl platform mat.

Write now for information and quantity prices



**Health-o-Meter** Precision-built weighing instruments  
for over 30 years.

CONTINENTAL SCALE CORPORATION • 5701 Claremont Avenue • Chicago 36, Illinois

SOUTHERN HARDWARE for FEBRUARY, 1957

## CATALOGS & BULLETINS

(Continued from page 42)

plex polyethylene plastic pipe. Supplex Co., Garwood, N. J.

Circle No. A14 on coupon, pg. 52

**Aluminum Reflective Insulation.** A 4-page, 8½ x 11-inch, 3-color brochure has been issued to describe the advantages of Reynolds Aluminum Reflective Insulation — paper covered with aluminum foil on one side (Type B) or both sides (Type C). Application instructions are included in the brochure plus facts concerning the economy of the product and where it can be used best. Request Form BP 315 F. Reynolds Metals Co., 2500 So. Third St., Louisville, Ky.

Circle No. A15 on coupon, pg. 52

**Store Fixtures.** The Flexible View Store Fixture catalog offered to dealers is devoted to new equipment, accessories, and display units. The catalog is well illustrated, contains full description of the items and is printed in blue, black and white. Prices and specifications are given in the back section. A free floor planning service also is offered through the catalog. W. C. Heller & Co., Montpelier, Ohio.

Circle No. A16 on coupon, pg. 52

**Industrial Fasteners.** A 44-page condensed catalog covering the company's line of bolts, nuts, rivets, screws and other industrial fasteners is available. The catalog is 5½ x 9 inches and contains illustrations, sizes, packaging information and prices on the most popular items in the line. Clark Bros. Bolt Co., Milldale, Conn.

Circle No. A17 on coupon, pg. 52

**Cordage Projects.** To stimulate sales of clothesline and sash cord, unusual uses for cordage are described in pamphlets devoted to various Leisure Time Projects. Current titles available are "Chair Seat Lacing," "Stair Rail Lacing," "Spring Cleaning," "Playtime Equipment," "Fences-Trellises," "Workshop Wisdom," "Children's Games," and "Camping Companion." The kit consists of a yellow and black-green "take one" display with three pockets for the leaflets. It is equipped with easel back and with punched hole for counter or hang-up display. The kit includes other merchandising aids. The entire cost of the project is borne by the company, Puritan Cordage Mills, Inc., 1205 East Washington St., Louisville, Ky.

Circle No. A18 on coupon, pg. 52

**Home Insulation.** An illustrated pamphlet showing the step-by-step installation of reflective faced L.O.F. Glass Fibers Home Insulation in ceilings and walls, together with simple instructions, has been released by the

company. It contains information on how the insulation should provide protection at little cost and where to use it for a cooler house in summer and a warmer house in winter. L.O.F. Glass Fibers Co., Toledo 1, Ohio.

Circle No. A19 on coupon, pg. 52

**Chains.** A catalog sheet, in color, which describes the advantages of "Measure-Mark" chain, is available. The chain is marked every five feet for exact measurement and is color-coded for instant identification of chain grade. The catalog sheet illustrates the different type chains and spotlights the color marking. Detailed information and specification charts are given also. Campbell Chain Co., York, Pa.

Circle No. A20 on coupon, pg. 52

**Metal Cutting and Garden Tools.** Catalog sheets are available describing products which the company manufactures in both metal cutting tools and garden tools. The revised sheets contain compact information on the snips and shears along with illustrations of the items. A free merchandiser for snips is described also. Midwest Tool & Cutlery Co., Inc., Sturgis, Mich.

Circle No. A21 on coupon, pg. 52

**Project Book.** Twenty-five do-it-yourself wood-working projects have been made up in loose-leaf manual form with a cover and are being offered to home workshop enthusiasts. Each wood-working plan is blue-printed thoroughly on a self-contained sheet. Detailed instructions and diagrams with descriptions are included. Selection of tools and lumber is covered in the booklet with the company emphasizing the use of its own glue product, Rogers Glue. Rogers Isinglass & Glue Co., Gloucester, Mass.

Circle No. A22 on coupon, pg. 52

**Woodenware.** Woodenware items such as bowls, trays, forks, spoons, mauls, etc., are described and illustrated in a catalog available to dealers. The cover page carries a listing of the special lines which include Oblong Trays, Early American, Supreme Finish, Liquid Proof, Sealite, Old Colonial-Walnut Finish, Parafined (Waxed) Hardwood, and Caesar Finish lines. A brief description is given of each. J. Shepherd Parrish Co., 201 N. Wells St., Chicago 6, Ill.

Circle No. A23 on coupon, pg. 52

**Fishing Reels.** A four-color brochure, picturing and describing the 1957 line of Langley spinning and casting reels, is offered to the trade. No price increases are noted among spinning reels, which range from \$17.95 to \$37.95. The Model 505

Langley Shorty casting reel with narrow spool, shell-shaped housing and natural aluminite finish, is back in production and retails at \$7.95. The Fisherman's De-Liar now is manufactured only in green crackle finish — Model 208 retailing at \$2.00; Model 228 at \$2.50. Langley Corp., 310 Euclid Ave., San Diego 14, Calif.

Circle No. A24 on coupon, pg. 52

**Cleaning Supplies.** "How to Display and Merchandise Cleaning Supplies for Profit" is the title of a six-page color folder offered to dealers as an aid in setting up a cleaning supplies center. Ox Fibre Brush Co., Frederick, Md.

Circle No. A25 on coupon, pg. 52

**Deming Sales Aids.** An 8-page, 4-color bulletin illustrates the complete line of sales aids and materials available to Deming pump dealers and distributors. The bulletin shows and describes Deming direct mail pieces; letterheads; mailing cards; broadsides; leaflets; booklets; blot- ters; window cards and streamers; satin banners; clocks; tacker, bracket and road signs; identification labels; decalcomanias and displays. The company furnishes all mailing pieces free and pays postage on the first 200 used by a dealer. Most other materials are also free. Remaining pieces are furnished at cost. The Deming Co., Salem, Ohio.

Circle No. A26 on coupon, pg. 52

**Home Locks.** "Color-accent" locks are introduced in a full-color, 12-page "Lock Fashions" brochure. The brochure shows the open-back Continental and Manhattan designs, and illustrates possible background paint colors, fabrics and wallpapers. Locks for every purpose throughout the home are shown and proper selection and placement are fully covered, along with helpful hints on lock styling and finishes. Schlage Lock Co., 2201 Bayshore Blvd., San Francisco, Calif.

Circle No. A27 on coupon, pg. 52

**Sprayers and Dusters.** Available on request is a catalog covering the company's complete line of hand, continuous, compressed air knapsack, bucket, wheelbarrow and barrel sprayers. The catalog also covers hand and crank powder insecticide dusters. A circular on the Indian Fire Pump, a portable, back-pack type fire extinguisher, is offered also. D. B. Smith & Co., 428 Main St., Utica, N. Y.

Circle No. A28 on coupon, pg. 52

**Tapes and Tape Rules.** Colorful catalog pages cover the company's complete line of hardware items which

includes all types of steel measuring tapes and tape rules from 3- to 100-feet, and augmented by woven tapes, plumb bobs and hand levels. The pages are illustrated and give outstanding features of each item, plus packaging information, weight, prices, etc. Keuffel & Esser Co., Adams and Third Sts., Hoboken, N. J.

Circle No. A29 on coupon, pg. 52

**Hardware Chain.** A well illustrated and informative folder, describing the complete line of ACCO chains for a multitude of domestic and industrial requirements is available. The 16-page folder, DH-176-A, contains data on construction features, applications, packaging, weights and other general information. American Chain Division, American Chain & Cable Co., Inc., York, Pa.

Circle No. A30 on coupon, pg. 52

**Mower Service.** "Here's How To Make Business In Your Clinton Service-Center BOOM!" is a 24-page booklet that explains and illustrates 24 successful steps that lead to increased sales. The booklet puts the store owner in the shoes of his customer during a 30-minute step by step tour of the business. Customer relations, special demonstrations, open houses and other promotion plans are discussed and illustrated. Also included are examples of classified ads, suggestions on giveaway literature and direct mail pieces, and examples of window displays and product booth displays at local fairs. Clinton Machine Co., Maquoketa, Iowa and Clinton, Mich.

Circle No. A31 on coupon, pg. 52

**Window Glass.** A 12-page catalog entitled "Sales Aids for 1956-57" is offered. The catalog illustrates and briefly describes the various merchandising helps for dealers. Libbey-Owens-Ford Glass Co., 608 Madison Ave., Toledo 3, Ohio.

Circle No. A32 on coupon, pg. 52

**Locksets and Accessories.** A catalog describing the "400" line locksets and accessories in both the Bel Air and standard designs is available. The four-color catalog incorporates the complete line and includes all new trims and mounts. Technical information regarding all locksets and trim fixtures is given, as well as descriptions of installation aids. Kwikset Sales & Service Co., Anaheim, Calif.

Circle No. A33 on coupon, pg. 52

**Pre-Measured Chain.** A catalog page, in color, is available describing a color-coded plastic measuring lengthmark to provide quick identification for Proof Coil, BBB Coil, and High Test Chain. The three types are marked every 10 feet by green plastic color bands on Proof Coil, red color bands on BBB Coil, and blue on High-Test Chain. A matching color-coded End Tag is attached to the

free end of the chain in each container which is imprinted to show the size and grade of the chain. The End Tag is for convenient locating of the free end of the chain and is re-attachable after each use. The tag's reverse side may be used for recording the balance of chain in the container. Modell Chain Co., Cleveland 3, Ohio.

Circle No. A34 on coupon, pg. 52

**Floor Sanding Hints.** An eight-page, illustrated folder containing helpful hints for the home-owner on floor sanding and refinishing is available for dealer use. Entitled "Here's how easily we refinished our floors," the folder provides dealers a personal approach to their customers and prospects. Separate sections illustrate pre-sanding hints, how to use the drum sander, and how to sand areas not reached by the drum sander. In addition it contains information on the wide range of floor supplies and equipment available to the customer, a table of recommended abrasive grit sizes, and an entire page of layouts to help the home-owner sketch in his floor dimensions for the dealer's estimate. The folder is available with dealer imprint, at no cost, in lots of 100. Behr-Manning Co., Troy, N. Y.

Circle No. A35 on coupon, pg. 52

**Padlocks.** Padlocks to meet every need are described in a 20-page catalog which features actual size illustrations of the company's entire line. Included for the first time is a section on special long shackle padlocks. Also described are two newly designed super security padlocks which have an extra short shackle clearance of only 1/2-inch. Other sections of Catalog #56 describe Master's Special Service Department, as well as Master's padlock and bike-lock display boards. Master Lock Co., Milwaukee 45, Wis.

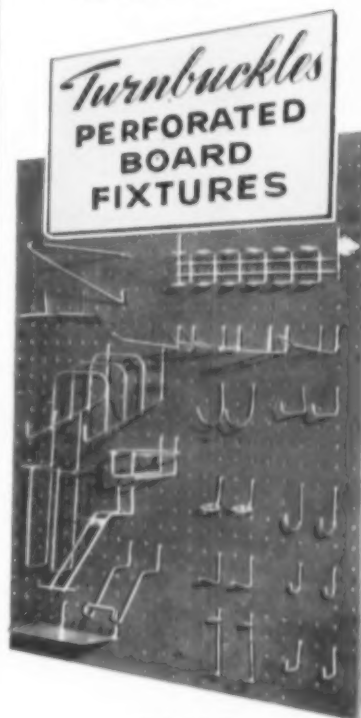
Circle No. A36 on coupon, pg. 52

**Fishing Tackle.** A 48-page book, largely in color, illustrates South Bend's 1957 line of rods, reels, lines, and lures. Special numbers featured are 12 SpinCast model rods as well as several solid glass spinning rods; a series of general purpose two-handed spinning rods which head the salt water hollow glass items along with the four new Salmon and Steelhead rods; a "Saber-Glass" series of trolling rods; the thumb-controlled Spin-Cast 77 reel, the "Banshee" floating fly line and the "Commando" casting-trolling line. South Bend Tackle Co., Inc., 1108 South High St., South Bend 23, Ind.

Circle No. A37 on coupon, pg. 52

**Sprinklers.** An initial order by dealers for Rain Jet Sprinklers includes a set of price lists and specification sheets for coverage planning and installation information. Each shipment also includes a supply of envelope stuffers. Rain Jet Corp.,

## FOR EASY SALES AND QUICK PROFIT DISPLAY...



**PLUS**  
the complete line of  
**TURNBUCKLES**  
packaged  
Bright Wire Goods



Ask your distributor or write to

**Turnbuckles**  
**TURNBUCKLES, INC.**

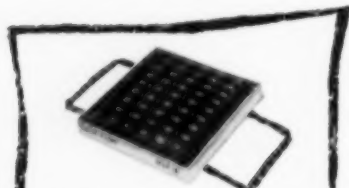
BOX 332, MICHIGAN CITY, INDIANA  
FACTORY: GRAND BEACH, MICHIGAN

"One good turn (buckle) deserves another"

# AQUA-FLOAT®

the most wanted  
marine line!

Fast selling AQUA-FLOAT marine safety products cover the field with buoyant cushions, life vests, ski and surf belts, colorful plastic floats, fenders and buoys... a single, dependable source for all of your requirements.



U.S.C.G. Approved Boat Cushions.



Vinyl Plastisol Fenders



Vinyl Plastisol Floats—5 sizes and shapes



Kopok-filled Plaid Ski Belt



U.S.C.G. Approved  
Life Jackets  
Children's Swim Vests

For complete information, call your jobber, or write for the name of the jobber nearest you... Follow the leader. See our booth National Boat Show, New York-Chicago.

**Style - Crafters, Inc.**  
Greenville, S. C.

6253 Hollywood Blvd., Hollywood 28, Calif.

Circle No. A38 on coupon, pg. 52

**Galvanized Ware.** The complete line of hand-dipped galvanized ware for home, farm, industrial, and institutional use is described in a 20-page bulletin entitled "Wheeling Hand Dipped Ware." Capacities, dimensions, and shipping weights for each of the items are included; items include pails, buckets, rubbish burners, coal hods, etc. Wheeling Corrugating Co., Wheeling, W. Va.

Circle No. A39 on coupon, pg. 52

**Fishing Annual.** The entire line of Garcia tackle—reels, rods, lines, lures, balanced kits, and accessories—plus informative stories and how-to-do-it articles on fishing, is contained in a catalog which is available free in limited quantities to dealers. Garcia Corp., 268 Fourth Ave., New York 10, N. Y.

Circle No. A40 on coupon, pg. 52

**Time Payment Plan.** A folder is available to all interested dealers describing its "Mow Now—Pay Later" Time Payment Plan. The company points out that the plan is simple in operation, there is no recourse to the dealer, and the dealer receives prompt and full payment for each Time Payment Foley mower sale he makes. Foley Manufacturing Co., 3306 5th St., N. E., Minneapolis 18, Minn.

Circle No. A41 on coupon, pg. 52

## DEALER FORUM

(Continued from page 8)

manufacturers, and their representatives.

Although Bert Hardin and I do all the buying, we encourage our sales people to offer suggestions. Good sales records are especially important to the successful operation of the two departments in which we specialize—bolts and glassware. The sales records of these departments are invaluable for buying efficiently. And we rely upon our sales people to aid in keeping records that let us know what our customers buy.

## The Profit Potential in Housewares

(Continued from page 28)

For dealers, then, whose stores are suitably located, an extensive housewares department or at least a well-organized section can be a major profit opportunity.

Following articles in this special section will describe in detail how numerous dealers in the South have successfully merchandised this line.

## Merchandising Housewares in Typical Southern Town

(Continued from page 32)

Barnesville Hardware Co., are: aluminum cookware, general housewares items, and electrical appliances.

The firm also sells dishes from open stock as well as in sets; however, the price ranges are lower than those carried at Keadle's. For example, 32-piece sets selling from \$4 to \$10 and 53-piece sets selling from \$14 to \$25 are representative of those which move steadily at this store. Cups, saucers, and plates are carried in open stock and retail from \$1.20 to \$2.50 when sold in sets of six.

Enamelware is a sales leader for Woodall. The store's inventory also includes: roasters, \$2.50 to \$4.25; stock pots, 5-gallon type selling from \$3.50 to \$4.50; tea kettles, 99¢ to \$2.50; percolators, \$1.35 to \$2.75 for aluminum; \$2.50 for enamelized; electric percolators, \$7 to \$29.95; and pressure cookers selling from \$12.95 to \$28.00.

Small electric appliances rank third in importance for Woodall. These products perform an important function in virtually every hardware store carrying housewares. They have prestige value and are important in making sparkling displays. Woodall carries toasters, \$18 to \$24; mixers, \$18 to \$46.50; percolators, \$7.50 to \$29.50; and irons, \$9.95 to \$14.

Other housewares items which are in steady demand at the Woodall store include: a few sizes of wooden mixing and salad bowls, 85¢ to \$2.90; cutlery ranging in price from 10¢ to \$2.00; waste baskets, \$6.50 to \$10.50; clothes baskets, \$2 and up; kitchen chairs, \$6.50 to \$10.50; dish pans and other kitchen utensils, \$1 and up.

## Housewares: \$25,000 Line

(Continued from page 34)

One of the most successful promotions was around an item that did not even belong in the department, but it was moved over there to attract women to the housewares area and it worked exceptionally well. It was a garden hose



featured in a small advertisement at \$2.49. During the week's promotion of the item, people bought 712 of them, and hundreds of women came to the housewares department who had not been there before. Most of them bought housewares in addition.

"We watch for specialties which we can advertise and use as the attraction in a simple promotion for the department," Jacobs says. "This doesn't mean that we make no profit on these special promotion items; but it does mean that the item featured is an exceptional buy, is timely and has wide appeal."

There is a want book in the department, which the four use for listing items which women ask for but which are not in stock. And the book is used to list merchandise to be ordered as salesmen note stock which is reaching a low point. Jacobs handles the ordering.

"We have deliberately bought in small quantities, as we feel our way," he explains. "That accounts to a large degree for our favorable turnover rate; and yet by buying often, we seldom lose a sale from failure to have in stock an item wanted, unless it has not been stocked at all."

Location of the section devoted to cleaning merchandise was deliberate, so that it would help attract women to the housewares department and vice versa, Jacobs explains. In this related section, such items as mops, floor waxes, disinfectants, cleaning fluids, brushes—everything needed to keep the home clean—are attractively displayed.

## Formula for Maximum Turnover

(Continued from page 36)

ums to promote housewares specials. It cooperates with other Memphis hardware association members in a full-page newspaper ad that appears periodically. It also does some advertising in a community shoppers paper with fair results.

Several times a year it mails circulars to its customers. These circulars are prepared in cooperation with a wholesale supply house.

One of Memphis' best-known firms, Southern Hardware & Supply Co. in eight and one-half years has won thousands of customers through its friendliness and repu-

tation for having the needed merchandise.

Wagner and Thorne got into the hardware business almost by accident. They were partners in a grocery store when they decided to buy a hardware store that was up for sale. They soon got out of the grocery business entirely and concentrated on hardware. Their two large, modern stores attest to their success.

## Variety in Housewares Beats Chain Competition

(Continued from page 37)

been our experience in the current market that shoppers want quality housewares and are willing to pay the difference in price.

"The dealer who has color and size in each item and who carries complete lines, will draw and hold the neighborhood's home-makers. When they think of housewares, they will associate his name with quality," Wiseman added.

At Christmas time a brisk business is done in gift housewares. Layaways in housewares start in September and go on to the holiday season. Window and store signs announce layaways.

In a 200-line, two-column advertisement Montgomery Hardware highlights three or four items at special prices such as a trash can, ironing board, steam iron, etc. In a special on a trash can, approximately 60 were sold; ironing boards brought 24 sales.

"We always show the special item on sale and contrast it with quality or similar items in stock. In any case, we have found it advisable in our area to carry only those lines that are recognized and are acceptable to the customer. There may not be as much profit in it for us, but they are in greater demand," Wiseman commented.

Catalogs bought from the wholesaler are sent out in September, December and April on a mile-and-a-half radius. Tying in with the catalog are two advertisements on housewares run for consecutive weeks in the Shopping News. Also, the display window features a few items selected from the catalog. The store has a promotional budget of 2% of annual sales.

About 10 percent of the housewares volume is done on credit. Montgomery Hardware Co. is a member of a local charge service that for a small percentage makes cash immediately available on a

# NEW KLEIN CATALOG FOR • LINEMEN • ELECTRICIANS • INDUSTRY



100 years ago in 1857, Mathias Klein opened a little forge shop in Chicago. Out of this has grown the national institution known as Mathias Klein & Sons.

To dramatize this 100 years of service to industry, Klein has prepared a completely new catalog.

It contains illustrations and descriptions of the wide range of pliers, grips, climbers, belts, safety straps—the tools and equipment needed by linemen, electricians and industry.

A new feature is a section giving the dimensions of each plier—length of handle, length of cutting knives, width of head, size of point, etc.

This Klein Catalog No. 100 will be of interest to linemen—electricians—good workmen everywhere. A copy should be in the hands of every purchaser of good tools. Write for yours.

Mathias **KLEIN** & Sons  
Established 1857  
7200 McCormick Road • CHICAGO 43, ILLINOIS

credit transaction and relieves a dealer of bookkeeping.

## Long-Range Planning Can Slice Those Taxes

(Continued from page 38)

and the results of this expansion will take a few years to show in your earnings, it might be more advantageous taxwise for you to use the straight-line method of computing depreciation.

The straight-line method does not "speed up" depreciation deductions. It spreads them out equally over the estimated useful life of the asset; so when you use a straight-line method you are saving, in a sense, for a rainy day. When your earnings improve or increase, you will have more substantial depreciation deductions to apply against those earnings. There usually is no point in increasing a loss or reducing low earnings by claiming additional depreciation deductions when you do not need them.

A point to remember when you are trying to decide whether to buy new or used equipment is that

second-hand equipment *must* be depreciated by the straight-line method. This tax factor should be considered, because loss of the opportunity to use the declining balance method with its rapid write-off feature may cancel any immediate savings effected by the purchase of used equipment.

The matter may have been decided and forgotten many years ago, but a basic question businessmen should consider from time to time—and one which has many tax implications—is whether to do business as a proprietorship, partnership or corporation. There may be personal or professional factors that force the selection and maintenance of a non-corporate form of organization, but depending on the earnings of the business and the amount of those earnings you may need to withdraw, there are certain tax advantages to be gained by incorporating a new or expanding company.

Since proprietorship and partnership income is taxed at individual rates, which range anywhere from 20% to 91%, and corporation earnings are taxed at corporate rates of 30% on the first \$25,000 earned during the year and

52% on the excess, it might appear that if you have relatively low income the proprietorship-partnership rates are lower. However, you must also consider that the corporate tax carries with it the privilege of deducting a reasonable salary paid to an employee-owner. The employee-owner has to pay a personal tax on his salary, of course, but if he were not incorporated, he would have to pay a personal tax on all the money earned by the business.

If the retained earnings of the company are taxed at a corporate rate which is lower than what the personal tax rate would be, the employee-owner would benefit by having additional funds available in the corporation for expansion purposes. These funds may be accumulated in a corporation up to \$60,000 without further tax penalties, and even higher if the corporation can prove a need for them.

These advantages—while they may cut your current tax bill and increase working capital for expansion needs—can be lost if you have jumped into a corporation without first reviewing your own long-range cash requirements. If you are continually forced to withdraw money from the corporate earnings to pay personal expenses, you will have to withdraw these funds in the form of dividends. That means the corporation will have to pay tax on the earnings you are withdrawing as dividends, and you will have to pay tax on the dividends received. The "double tax" on earnings and dividends can nullify any tax advantage from incorporation when earnings must be withdrawn immediately as dividends.

Many businessmen seek professional advice about tax matters as they do professional assistance with their golf game—when the slice has become almost unbearable. You can save tax dollars by realizing that business decisions made in the fall affect the amount of tax you must pay in the spring. Practice year-around tax thinking, and consult a certified public accountant when you are in doubt as to the tax effect of even the most routine business decision.

**DEPENDABLE . . .**  
**another way**  
**of saying**  
**Rugged Robert**



Every wise customer knows that Rugged Robert means **DEPENDABILITY . . . superior QUALITY.** That's because all Rugged Robert products are made of the very finest materials under the most exacting specifications.

Thousands of people always ask for the Rugged Robert Brand by name.

Fast-selling Rugged Robert Products include pliable, galvanized solid and twisted clothesline . . . high-quality swing and well chain, in 2/0 and No. 3 size, boxed and on spools . . . and the smart-looking, fast-selling broom rake.

All Rugged Robert products are perfectly packaged for immediate re-shipment. Get your share of this "PLUS BUSINESS today!" Write or call us for **YOUR** supply!

**Wire Products Company**

**2713 North 24th St., Birmingham, Ala.**

Member, American Hardware Manufacturers Association

**RUGGED**  
**ROBERT**  
—  
BRAND

**Draw Farm Trade**

(Continued from page 40)

the best or the lowest priced. If they can't afford the best at the time, they will buy the other and

make it do until they can buy what they want. Most of the women prefer to buy the inexpensive in the five and dime stores because it is priced lower than we can sell it. But we have to stock some of it because the men occasionally buy it and they don't like to go to the five and dime store, however, we have very little of it," Hayes states.

Paint, which accounts for the store's biggest dollar volume, occupies well over half of one wall. All paints are stocked in both breadth and depth with full assortments of types, colors and sizes.

This breadth and depth of stock ties in with an important part of their merchandising policy. It insures customers of finding what they want, when they want it. They know their trip to town will not be wasted whether they want a small can to paint a chair or shelf, or enough to repaint the house.

They rank their one-price policy on paint along with their stock as an important factor in building their paint sales. They have never paid commissions nor made rebates to painting contractors. Instead, they operate on a very narrow markup on paint, averaging about 12 percent of sales. This means their customers buy paint at about the same price contractors buy it in many stores.

"In the first place I do not think it is honest to bill customers for paint at one price and then rebate part of it to the contractor without the customer's knowledge. Second, our customers are the original do-it-yourself folks. They have been doing it themselves since colonial days, and I think they should be entitled to the same price as contractors," Hayes explains.

An unusually high stock turnover on paint offsets their low margin of profit. An exact figure is not available, but their turnover on paint last year was within two or three tenths of a point, one way or the other, of six.

Their concern with having customers not waste a trip to town is reflected also in a long list of items they carry for which they receive so few calls that turnover is nil. This list includes parts for old-fashioned horsedrawn implements, etc. Customers rarely need them but when they do the need is apt to be urgent.

Tobacco is the big money crop in this area, and acreage allotments on it are small. Every plant a

farmer can crowd into an acre counts. A horse can pull a narrow sled through the rows, enabling the farmers to put their rows closer together, so practically every farmer has at least one horse or mule. Besides tobacco, it is used usually for other odd jobs, and old implements are kept for the purpose.

The dollar cost of stocking most needed parts for these implements as well as grates for old stoves and other assorted odds and ends their customers occasionally need, is small. The resulting effect on the store's overall turnover is not significant. At the same time having customers know they can find them in stock is a strong drawing card for farm business.

There is a first class harness shop in Elkin so Hayes no longer stocks a full line of harnesses, but the small stock of horse collars, collar pads, bits, halters, hitching ropes, shoes and other accessories is given prominence out of all proportion to its volume.

"It helps keep people reminded they will find what they need here when they need it" is Bob Hayes' explanation.

As if to confirm it, a customer came in and asked for a dozen sets of No. 1 pony shoes. They were in stock.

The same idea of keeping people reminded of things they will find there when they need them is carried out with faster turning items in other phases of the store's plan.

Garden tools, axes and handles are traffic pulling items during a good portion of the year. Instead of stocking them in the front of the store, as is frequently done in this area, they stock them in racks built against the back wall. Customers have to walk the full length of the store and finally pass between stocks of pipe fittings and plumbing hardware to reach them.

Mr. Hayes sums his policy up this way:

"People go where they can find what they want. Their wants change every day and you have to keep up with them, but people don't all change their ways at once and you have to look out for your old customers."

### Odell Modernizes

(Continued from page 39)

are not suitable for steel shelving. These are used also to store warehouse overage merchandise from the steel shelving when factory shipments are received.

to help  
you sell  
more  
pliers



**CHAN NEL LOCK**

advertising pre-sells  
your customers

Over 3½ million readers of national consumer and trade publications are being told the Channellock plier story *every month*. Another good reason why you'll find it profitable to put Channellock pliers up front for your customers to see . . . try . . . and buy.

For a longer profit per sale . . . **SELL QUALITY**

*Channellock*

SELL THE COMPLETE CHANNELLOCK LINE

**CHAMPION DEPARTMENT TOOL COMPANY**  
REDDYVILLE, PENNSYLVANIA



**"SALES BOOSTER"  
STICKER**  
turns lookers into buyers

Attractive sticker on every item in the Modern Line is an effective "silent salesman". It points out the important features of each product... helps you get fast turnover.

In every detail, the Modern Line for 1957 is geared for sales. Expertly designed... bright, appealing colors... made of top quality materials... manufactured to the highest standards... and priced for action!

**The MODERN Line  
is COMPLETE**



**WHEELBARROWS**  
Five popular models, from 3 ft. to 5 ft. cubic capacity.



**LAWN  
CARTS**  
Convertible  
Spreader-Cart  
and conventional  
Utility Cart.

**SPREADERS**

Two lines — the de luxe PRINCE models and the fast selling COMMANDER models.



**modern  
tool & die co.**

5389 W. 130th St. Cleveland 11, Ohio

C. E. Hamilton, vice-president, reports that the company is using to advantage some of the new Paltier Type Pallet Up-Rights in warehousing some of the bulkier, packaged merchandise. Used with forklift trucks these units permit the company to use more of the available area near the ceiling.

The upper floor of the warehouse now is used for bulk and seasonal merchandise generally purchased in carload lots. Facilitating the handling of this type of merchandise a railroad siding is level with this upper floor.

## CONVENTION DATES

**Alabama Retail Hardware Association**

—Convention and exhibit, Coliseum, Montgomery, Feb. 10-12, 1957. Headquarters: Hotels Whitley and Jefferson Davis. Charles Giles, Secretary, 409 N. 23rd St., Birmingham.

**Arkansas Retail Hardware Association**

—Convention and exhibit, Robinson Auditorium, Little Rock, Feb. 17-18, 1957. J. Wayne Tisdale, Executive Secretary, 908 Rector Building, Little Rock.

**Hardware Association of the Carolinas**

—Convention and exhibit, Radio Center, Charlotte, N. C., Feb. 19-21, 1957. Headquarters, Hotel Charlotte. Martin Kaelke, Secretary, P. O. Box 6215, Charlotte, N. C.

**Florida Retail Hardware Association—**

**Georgia Retail Hardware Association**

—Joint convention and exhibit at George Washington Hotel, Jacksonville, Fla., March 17-19, 1957. W. W. Howell, Executive Manager, 1649 Plant Ave., Waycross, Ga.

**Kentucky Retail Hardware Association**

—Convention and exhibit at Kentucky Hotel, Louisville, Feb. 19-21, 1957. Edward H. Keiley, Secretary, 501 Republic Building, Louisville 2, Ky.

**Mississippi Retail Hardware Association**

—Convention and exhibit at Heidelberg Hotel, Jackson, Feb. 24-25, 1957. David O. Mansfield, Secretary, P. O. Box 1696, Jackson, Miss.

**Missouri Retail Hardware Association**

—Convention and exhibit at Jefferson Hotel, St. Louis, Feb. 14-16, 1957. Harry F. Scherer, Executive Secretary, 2340 Hampton St., St. Louis 10, Mo.

**Southern Wholesale Hardware Association and American Hardware Manufacturers Association—**

Joint convention, Palm Beach, Fla., April 7-10. Headquarters, Biltmore Hotel. T. W. McAllister, 814 Metcalf Bldg., Orlando, Fla., Managing Director, SWHA. A. L. Faubel, 342 Madison Ave., New York 17, N. Y., Secretary, AHMA.

**Tri-State Hardware & Implement Association—**

Convention at Herring Hotel, Amarillo, Texas, Feb. 10-12, 1957. R. B. Allen, Executive Secretary, 1408 4th Ave., Canyon, Texas.

**Virginia Retail Hardware Association**

—Convention and exhibit at Hotel Roanoke, Roanoke, Va., Feb. 10-12, 1957. George T. Omohundro, Jr., Secretary, Scottsville, Va.

**West Virginia Hardware Association**

—Convention and exhibit at Daniel Boone Hotel, Charleston, Feb. 17-19, 1957. James C. Fielding, Managing Director, 1628 McClung St., Charleston 1.

## Sabine Supply Co. Appoints Two

TWO APPOINTMENTS within the organization have been announced by J. W. Anger, general manager of The Sabine Supply Co., hardware wholesalers in Orange, Texas.

Bill Boyd, industrial purchasing agent for the company, will now be in charge also of industrial sales.

Frank O. Brown, general line purchasing agent, will also be in charge of dealer sales.

## Representative Named for Sani-Can Line

ANNOUNCEMENT is made by Sanitary Receiver Co., Dunkirk, N. Y., of the appointment of D. R. Rich, Tampa, Florida, as representative of the Sani-Can line in the southeastern states.

Sani-Can, a step-on receiver, is made in a complete line of models, types, and capacities to suit most requirements for temporary waste disposal.



# DEALER SALES AIDS

*For more information on these sales aids  
use the free post card at bottom of page*

## Ladders Merchandiser

Goshen Manufacturing Co., Goshen, Ind., has developed a display stand to promote the sale of its line of ladders.

Triangular in shape, the display is



designed to hold a maximum number of ladders using a minimum of floor space. One ladder is shown on

## Handy Return Card

- Request More Information on  
Sales Aids  
New Products  
Catalogs & Bulletins

## NO POSTAGE NECESSARY

Please be sure to fill in your Firm's Name and your position on the coupon. This service cannot be extended to you unless this information is furnished.

each side making it possible to display three different styles in four-foot heights.

Gaylord Container Corp. Division of Crown Zellerbach Corp. manufactures the stand using Gaylord's "Oyster White" as the outer liner, printed in two complementary shades of blue. Corrugated bands, printed a solid orange color, circle the stand top and bottom for added rigidity. For more information—

Circle No. J1 on coupon, pg. 52

## Fishing Rod Display

A free fishing rod display stand is offered by True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, with the purchase of any 20 new rods totaling \$125 at dealer's cost.

The all steel stand displays 20 rods in 16 x 30-inch space. Rubber clips hold rods firmly yet permit easy removal for inspection. The stand rests on non-marring rubber feet.

Dealer can choose from 163 completely re-styled rods, priced from \$3.95 to \$60 at retail; 13 combination



spin-bait casting, 26 spinning, 76 bait casting, 21 fly casting, and 27 salt water and trolling rods. Each is distinguished by spiral windings and white lacquer butt sheath, with new color and trim.

No. 125-R offer is available through True Temper wholesalers. Stand and rods are shipped direct, freight prepaid. For more information—

Circle No. J2 on coupon, pg. 52

Postage  
Will be Paid  
by  
Addressee

No Postage  
Stamp Necessary  
if Mailed  
in the  
United States

## BUSINESS REPLY CARD

FIRST CLASS PERMIT NO. 582, SEC. 34.9, P. L. & R., ATLANTA, GA.

SOUTHERN HARDWARE  
806 Peachtree St., N. E.  
Atlanta 8, Ga.

## Display-Shipper Unit

Dual-purpose corrugated boxes used by Bronson Reel Co., Bronson, Mich., serve as a shipping unit and as a display unit for the company's casting reels.

Designed and produced by Hinde & Dauch, Sandusky, Ohio, the display-shippers are printed in green and yellow. Folding side panels en-

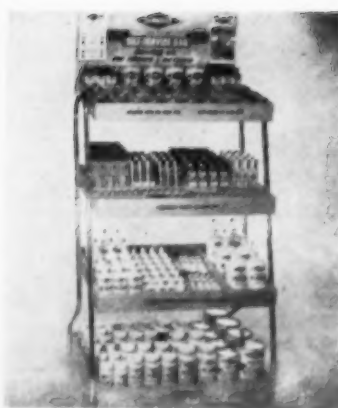


able the retailer to set up a 6-reel display quickly, while a die-cut stand-up panel in the rear identifies the product and establishes the manufacturer's name. The unit also enables the retailer to display the product at a slight angle for maximum customer visibility. For more information—

Circle No. J3 on coupon below

## Duratite Bar

A display unit designed to give the dealer a complete department for paint sundry items is offered by Webb Products Co., 214 South G St.,



San Bernardino, Calif. The unit is shipped at no cost to the dealer with a full complement of merchandise.

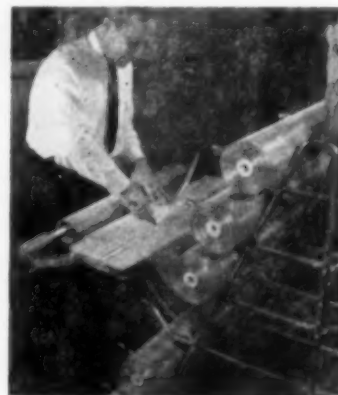
The bar requires 20 x 26 inches of floor space and is 55 inches high; it displays 10 different Duratite products including eight colors of wood dough and eight colors of surfacing putty. The merchandiser has natural finish wood shelves and dividers with tubular steel frame. Each compartment is silk screened showing product and price. For more information—

Circle No. J4 on coupon below

## Screening Cutting Table

A measuring and cutting shelf for insect wire screening which is used in conjunction with the footages marked along the edges of all rolls of "Opal" aluminum, galvanized steel or bronze screening and which attaches to the new "Opal" tubular aluminum display rack is announced by New York Wire Cloth Co., York, Pa.

The salesman takes the roll of screening the customer has ordered and inserts its leading edge in the slit of a hollow mandrel, just as the end of a typewriter ribbon is threaded into a spool. He then turns the crank to wind up the screening until the desired footage reaches the cutting channel. Accuracy is said to be assured by the inch scale on the cutting shelf, which supplements the footages marked on the screening.



Shelf is fitted to the display rack by plugging it into the tubing supporting the rolls and hooking its braces to the display rack. For more information—

Circle No. J5 on coupon below

## Pinking Shears

The Acme Shear Co., Bridgeport, Conn., has completely restyled the packaging of its #180 and #181 Pinking Shears. The new box lid wrap simulates a tan linen fabric and is printed with two colors. Inside the box the pinking shears rest on a red

2/57

Please send me these catalogs and bulletins:

A1	A4	A7	A10	A13	A16	A19	A22	A25	A28	A31	A34	A37	A40
A2	A5	A8	A11	A14	A17	A20	A23	A26	A29	A32	A35	A38	A41
A3	A6	A9	A12	A15	A18	A21	A24	A27	A30	A33	A36	A39	

Please send me more information on these sales aids:

J1	J6	J11	J16	J21	J26	J31	J36	J41	J46	J51	J56	J61	J66
J2	J7	J12	J17	J22	J27	J32	J37	J42	J47	J52	J57	J62	
J3	J8	J13	J18	J23	J28	J33	J38	J43	J48	J53	J58	J63	
J4	J9	J14	J19	J24	J29	J34	J39	J44	J49	J54	J59	J64	
J5	J10	J15	J20	J25	J30	J35	J40	J45	J50	J55	J60	J65	

Please send me more information on these new products:

372	374	376	378	380	382	384	386	388	390
373	375	377	379	381	383	385	387	389	391

Send more information on advertisements (give advertiser's name):

My Name ..... Position .....

Company Name .....

Street .....

City ..... Zone ..... State .....



platform with a gold Guaranty Seal and a gold price sticker.

The Kleencut pinking shears are a full 7½ inches long and are available either fully nickel plated (#181) at \$3.95 a pair or with black enameled handles (#180) at \$2.98 a pair. For more information—

Circle No. J6 on coupon below

(More Sales Aids, pg. 54)



## ***FASTER RETRIEVE!***



SPINDRIFT "860"

**\$34.50**

LIST

Faster retrieving Langley Super Spinreels give more casts per hour, catch more fish per strike—put the big ones on the stringer.

### ***DOUBLE-MATIC!***

DOUBLE-MATIC features of automatic self-centering and automatic anti-reverse make Langley Super Spinreels cast with amazing ease. No fuss, no fumble—double the fun! Spindrift "860" is precision made for durability and top service, has deep maroon crackle finish. Fully machined aluminum spool has a 250 yd capacity 10 lb monofilament line. Perfect for surf, inland or blue water use.

### **TWO-POINT SHAFT SUSPENSION**



Exclusive two-point suspension is your guarantee of greater strength—years of rugged reliability!

*Langley*

**SUPER SPINREELS**

LANGLEY CORP. • 310 EUCLID AVE., SAN DIEGO 14, CALIF.

## Packaged Nails Rack

A wire, satin-finish, display rack which will stock and sell 60 one-pound boxes of Atlas Packaged Nails is announced by Atlas Tack Corp., Fairhaven, Mass., and Henderson,



Ky. It will be shipped to dealers, on order, in a single carton containing also five one-pound packs each of 6d, 8d, and 16d common nails, 4d, 6d, 8d, 10d, and 16d box nails, and 4d, 6d, 8d, and 10d finishing nails.

The rack stands in counter space of 12 inches front to back, is 17 inches wide, and is 16 inches high. The Atlas process of "parallel-pack-

ing" the nails into individual boxes adds to the compactness; they are laid in like toothpicks in sleeve-type containers.

The company points out that a feature of the Packaged Nail Display deal is that retailers can get refills of any items in cellophane-wrapped units of only five packages. For more information—

Circle No. J7 on coupon, pg. 52

## Aqua-Float Merchandiser

Style-Crafters, Inc., Greenville, S. C., announces a dealer merchandising aid for displaying Aqua-Float



brand products. The unit holds a full two dozen assortment and requires 30 x 20 inches of floor space. Made of aluminum finished steel wire, it is said to be assembled easily without use of bolts, screws, etc. It is mobile and can be stored compactly.

Features include a 2-color, double faced, removable sign, and easy access to the merchandise displayed. The merchandiser is individually cartoned and shipped free and prepaid with all orders of \$500 or more through wholesalers.

Additional display units are available at small cost and a number of sales aid materials are offered without charge. For more information—

Circle No. J8 on coupon, pg. 52

## Outdoor Items Display

A brightly-colored display that looks like a brick outdoor grill and featured as the "theme center" for the display of all outdoor living items is introduced by Columbian Enameling & Stamping Co., Inc., Terre Haute, Ind.



Printed in four colors, the unit is made available to all dealers through wholesalers without cost with the purchase of a limited "starter stock" of Columbian's top lines of picnic jugs, ice chests, and barbecue items. For more information—

Circle No. J9 on coupon, pg. 52

## Door Closer Display

"A pick-me-up" counter display that demonstrates the operation of Ideal Screen Door Closers is available with an order of six, Ideal Brass Works, Inc., 250 East 5th St., St. Paul 1, Minn., announces. Made of metal



**MORE POPULAR  
THAN EVER...**

**in their  
"SERVE  
YOURSELF"  
packet**

Moore Picture Hangers in their handsome, colorful Picture Window Packets sell faster, with less effort. They're easier to display, easier to handle, and the 4 different sizes are more quickly identified. For more picture hanger sales, stock these 56-year favorites, NOW IN TODAY'S MOST MODERN HANGER PACKAGE.

**MOORE PUSH-PIN CO.**

*Since 1900*

Makers of famous Moore Push-Pins

113-25 BERKLEY ST. PHILA. 44, PA.

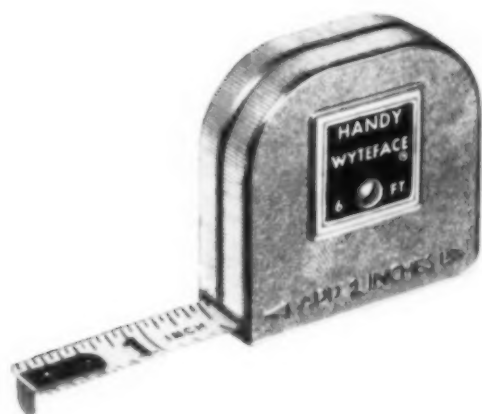


**BELONGS ON  
YOUR COUNTER**

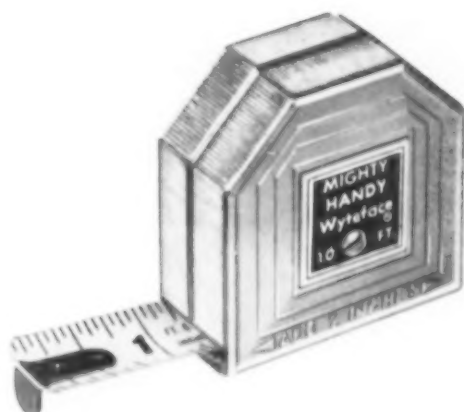
The Moore 7208 Counter Display, 72 Packet capacity, yet is only 10 3/4" high, with 9" diameter base. All metal. Revolves. Ask your jobber.



# The line that measures up to every need



**HANDY® WYTEFACE** . . . pocket-size . . . for short measurements. 6, 8, or 10 ft. with replaceable blade. Sliding end-hook for accurate inside and outside measurements.

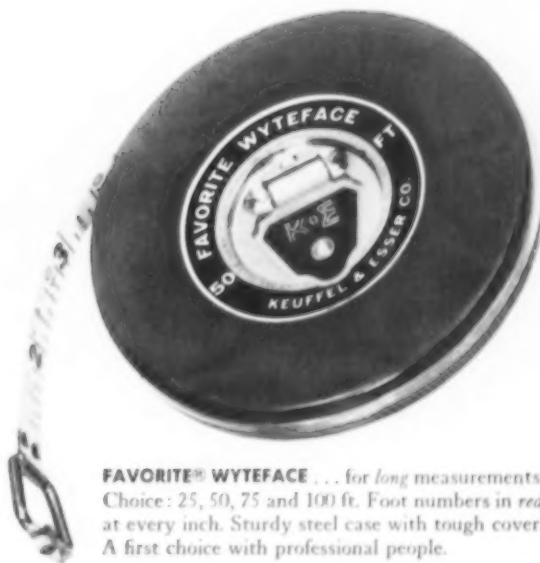


**MIGHTY HANDY® WYTEFACE** . . . extra-rigid pocket tape rule.  $\frac{3}{4}$ " replaceable blade . . . 10 ft. long. Easy reading. With sliding end hook.

## K+E WYTEFACE®



**LST WYTEFACE** . . . it's a Level—it's a Square—it's a Tape. And it's *pocket-size!* Has built-in, unbreakable level with easy-view bubble . . . accurate square . . . and 10 ft. replaceable Wyteface® tape rule. Sliding end-hook.



**FAVORITE® WYTEFACE** . . . for long measurements. Choice: 25, 50, 75 and 100 ft. Foot numbers in *red* at every inch. Sturdy steel case with tough cover. A first choice with professional people.

## ... sell themselves every inch of the way

K & E WYTEFACE is the line that *creates confidence* . . . sells itself *on sight* . . . and offers a tape for *every purpose*. No wonder WYTEFACE is found in homes, workshops, plants, factories and on job sites everywhere. Everyone, from homeowners to production, maintenance and construction men, knows it has

the quality that gives them extra value. Display WYTEFACE Tapes prominently and sell your share.



**KEUFFEL & ESSER CO.**

HURDEN, N. J. MAKERS OF PRECISION INSTRUMENTS SINCE 1847

# BRITE NEW IDEA for the Hardware Dealer!



SIZE OF TRAY: 14" deep  
23" wide  
9" high

SIZE OF STAND: 24" deep  
24" wide  
54" high

1. Complete selection of BRITE Plated bolts and nuts in the 75 fastest-selling types and sizes.
2. All bolts BRITE Plated.
3. Nuts on.
4. In BRITE new cartons containing small quantities (10 to 50 pieces).
5. These products are in stock hence there's no penalty for plating small quantities.



NRHA APPROVED DISPLAY

Buy from your Hardware Distributor



**The LAMSON & SESSIONS Co.**

1971 West 85th Street • Cleveland 2, Ohio  
PLANTS AT CLEVELAND AND KENT, OHIO • BIRMINGHAM • CHICAGO

**MAIL THIS COUPON TODAY**

**THE LAMSON & SESSIONS CO.**  
1971 West 85th St. • Cleveland 2, Ohio

Please send me details on the new Lamson & Sessions Flexible Bolt Display.

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

Your Name \_\_\_\_\_

rods in a hardwood base, the display is finished in red with black lettering. It requires a minimum of counter space. For more information—

Circle No. J10 on coupon, pg. 52

## PRINTED HELPS

and other sales aids for 1957

The Weber Lifelike Fly Co., Stevens Point, Wis., offers a variety of permanent metal displays for Redi-Pak nylon packages, loose hooks, flies, fly lines and other tackle items. The No. RR12 revolving rack displays one gross of Redi-Pak nylon coils. Nos. RR144 and RR146 are also revolving racks; each holds one gross of plastic boxes with hinged covers and is designed to display loose hooks or eyed flies. Half-size stationary units of the latter, Nos. R72 and R73, display half the quantity of hooks or flies. In addition, there is the new No. RR11 "in-between" size in multiple-tier revolving racks designed to hold Weber display panels. This unit consists of two individual racks which revolve independently; it holds six narrow and five wide display panels. A number of new display boards, boxes, and other packages are also available for 1957. For more information—

Circle No. J11 on coupon, pg. 52

Kaiser Aluminum & Chemical Sales, Inc., 919 N. Michigan Ave., Chicago 11, Ill., makes available to dealers work drawings with complete bills of materials on 22 Farm Service Buildings; also, complete plans for a carport and patio roof. The pocket-size Conversion Calculator to speed and simplify aluminum roofing calculations is offered. It is made of heavy cardboard and operates like a slide rule. One side of the calculator lists computations for corrugated and five V-crimp roofing sheet in 26-inch widths and in lengths ranging from six to 12 feet. The other side contains similar data for 48-inch wide corrugated sheet. For more information—

Circle No. J12 on coupon, pg. 52

Garcia Corp., 268 Fourth Ave., New York 10, N. Y., offers to dealers a consultant service, a library of 16mm sound-color films, and the services of fishing experts to set up in-store demonstrations and to present lectures. Merchandising aids include the Mitchell Counter Card, die-cut to hold Mitchell reel and one spool of Platyl; the Abu Reflex Lure transparent window streamer; the Spin Casting Streamer, an in-store streamer illustrating six steps to successful spin casting; and the Mitchell Reel Streamer, available in large or

# MAN, WHAT A LINE!



ELECTRIC  
STARTERS  
AVAILABLE

## TRIMMER MOWERS

Quality-built with EVERY wanted  
feature... easy-to-sell PROFIT MAKERS!

### ALL WITH:

- ✓ BRIGGS & STRATTON  
or CLINTON ENGINES  
ALL 4-CYCLE
- ✓ RECOIL STARTERS
- ✓ SILENT MUFFLERS
- ✓ SPEED CONTROLS  
ON HANDLES
- ✓ SAFETY-STYLED  
DEEP-DRAW BASES
- ✓ SIDE-EJECTION
- ✓ EDGE-TRIMMING
- ✓ LEAF PULVERIZERS  
INCLUDED
- ✓ STAGGERED WHEELS  
ON ALUMINUM  
MODELS

# 2

### Self-Propelled Models

2½ HP 21" and  
2 HP 18", with  
aluminum bases.



Powerful machines that  
"push" themselves for  
easiest effort-free mow-  
ing. Free-wheeling when  
out of gear.

# 2

### Belt Drive Models

21" aluminum base and  
19" steel base.



Belt-drive build means  
top protection to engine  
and blade, well worth  
slight extra cost.

# 2

### Direct Drive Models

21" aluminum  
base and 19"  
steel base.



Dependable per-  
formers that will  
take hard use,  
with special  
check-proof clutch  
to protect blade.

**SOLD ONLY  
THROUGH HARDWARE  
WHOLESALEERS**



## Lazy Boy

... one of the nation's FIRST  
manufacturers of rotary mowers

Ask your distributor  
or write to

LAZY BOY LAWN MOWER CO., INC.  
DEPT. 5H-27, 301 W. 73RD STREET  
KANSAS CITY 14, MISSOURI

small size, and featuring the Mitchell reel. For more information—

**Circle No. J13 on coupon, pg. 52**

**Crescent Tool Co.**, Jamestown, N. Y., has available displays for all the better selling items in its complete line of wrenches, pliers, screwdrivers, hacksaws, tinner's snips, special line-man's tools, etc. The displays, 22 in all, can be mounted in units of one, two, four, six, and 12 panels. Various fixtures are offered by the company at a small cost. No charge is made for the display panels, they are billed at the cost of the tools on them. Crescent also has display cards available at no cost. For more information—

**Circle No. J14 on coupon, pg. 52**

**Champion DeArment Tool Co.**, Meadville, Pa., offers dealers a wide range of sales aids including imprint book matches, display boards and display rolls, newspaper mats, counter signs, decals, envelope stuffers, and counter coats for sales personnel. Display boards offered include No. 26 which is designed as a permanent display. The 26 different pliers in this board are securely fastened in place and are lacquered to make an attractive, long-lasting display. The board is 34" plywood, measuring 24" x 30". Display boards 57, 75-A and 87, of the same size, are dispensing boards con-

taining selected assortments or the complete line of pliers which may be sold right from the boards. No charge is made for the boards when merchandise is purchased, boards remaining company property. Small 4½" pliers available in five different patterns are merchandised on 3-color display board and are also available in a velvet lined fitted case. Advertised as Channellocks "Little Champ" pliers. A counter promotion kit has been designed to contain nine of the Heavy Duty Slip Joint pliers — four 6"; three 8"; and two 10" patterns. Each plier is individually cartoned and all nine pliers are packaged in a blue and white on silver foil carton. For more information—

**Circle No. J15 on coupon, pg. 52**

**O. F. Mossberg & Sons, Inc.**, P. O. Box 1302, New Haven 5, Conn., makes available to dealers a two-color window streamer promoting its line of guns, advertising mats, envelope stuffers, a sales manual, a colorful counter card, gun rack, and Guide Book to Rifle Marksmanship. In addition, the company offers dealers free electrotypes as well as radio and TV commercials. For more information—

**Circle No. J16 on coupon, pg. 52**

**Style-Crafters, Inc.**, Greenville, S. C., offers a number of promotional

materials free to dealers for the Aqua-Float line. Among these are full-color catalogs and bill stuffers, metal "Play-Safe" signs, window streamers, water-safety posters, water ski and safe boating instruction booklets, mailing folder on U.S.C.G. small boat regulations, counter display cartons for Aqua-Float fenders and floats, gloss photos, newspaper mats, radio and TV spots, and packaging. For more information—

**Circle No. J17 on coupon, pg. 52**

**Rain Jet Corp.**, 6253 Hollywood Blvd., Hollywood 28, Calif., furnishes a wire display rack, 10½" x 14", with an initial, balanced assortment of Rain Jet Sprinklers. Each sprinkler and head is packaged individually in color-coded cartons; \$63.90 list price, 33-1/3 percent off to dealer. An initial order includes a set of price lists and specification sheets; a supply of envelope stuffers is included with each shipment. For more information—

**Circle No. J18 on coupon, pg. 52**

**True Temper Corp.**, 1623 Euclid Ave., Cleveland 15, Ohio, offers free to dealers its fourth annual Tool-Up Time Sales Kit. The kit features a large window display, adjustable in size, and designed for use by itself or with other display pieces in the kit. Picket fence cut out sections support both long- and short-handled tools. Newspaper mats are among other items included in the kit. For more information—

**Circle No. J19 on coupon, pg. 52**

**American Bilrite Rubber Co.**, 22 Willow St., Chelsea 50, Mass., provides dealers with a group of advertising mats for Bilrite Garden Hose and Sprinklers. A metal hose shopping center rack is offered at a nominal cost. Also available is a special three-piece display, specially eased to stand alone or mount on a three-section pole which is also supplied, to serve on counters, in windows or mass display within the store. For more information—

**Circle No. J20 on coupon, pg. 52**

**Scott-Atwater Manufacturing Co.**, 2901 East Hennepin Ave., Minneapolis 13, Minn., in its "Advertising and Promotion Dealer Handbook," covers all of the sales promotion material available to Scott-Atwater dealers in 1957. This material includes free mats and ad builders; giant window streamers which feature the new deluxe 40 HP Royal Scott motor; handout stuffers; line folders; four color post cards; dealer decals; imprinted match books; service uniforms; satin banners; dealer stationery; picture murals; miniature Scott-Atwater plastic motors; Scott-Atwater mobiles; giant corrugated banners; a new full color billboard; a one minute radio recording and a one minute TV film spot announcement.

## DEALERS SELL



FAMOUS BRAND

# TANDROTINE

PAINT THINNER

ECONOMICAL  
NON IRRITATING  
PLEASANT ODOR  
HIGH FLASH POINT  
LONG LEVELING (NO BRUSH MARKS)  
LONG WET EDGE (NO BRUSH MARKS)

Dealers realize greater profits through faster

turnover and higher markup. Stock TANDROTINE — today!

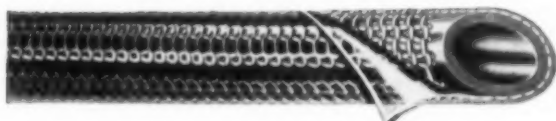


# No Bursts

## with Supplex

### Tire-Cord-Reinforced

### Garden Hose



It can even be left in the sun under full water pressure for days without bursting.

The reinforcement is visible through rugged transparent outer jacket. Your customers can see it's burst-proof. Sales are easier—sales stay sold—you don't get them back.

**"MARK OF QUALITY"**—Bright yellow vinyl sleeves at the couplings of each tire-cord-reinforced hose...reduce sharp bends at the couplings...prevent reduced water flow. Also provides the "Supplex" brand for positive identification and a permanent "Mark of Quality."

**COILABLE YEAR 'ROUND.** Even in cold weather, Supplex tire-cord-reinforced hose coils easily without kinks. It's light and clean to handle, too. Makes sales a cinch. Get started with Supplex. Ask your jobber today for the complete line—it fills every garden hose need. SUPPLEX COMPANY, Garwood, N. J., Division of American Hard Rubber Company.



RT-1 7/16" I.D., 50 ft. . . . . Retail \$5.98

### Supplex Tire-Cord-Reinforced

### Garden Hose—new bigger line

with visible reinforcement,  
7/16", 1/2", 5/8", 3/4" I.D.

with opaque reinforcement,  
5/8", 3/4", also 1/2" 4-Ply with Storage Reel.  
25', 50', 75' lengths, all diameters.

All with 10-year guarantees. Fair  
Traded in States where legal.

# SUPPLEX



The Complete  
Supplex Line—  
answers every  
watering need



**Tire-Cord Reinforced  
Garden Hose**

Won't burst even if left  
in hot sun under full  
water pressure. Full  
range sizes and lengths.



**Tire-Cord Reinforced  
Garden Hose**

Packed on Storage Reel  
for easier handling—  
quicker sale. 4-Ply hose  
—tough and burst-proof.



**Non-Reinforced  
Garden Hose**

Finest quality traffic  
builders in 1/2" I.D. and  
7/16" I.D. at real low  
prices with full profit  
margins.



**Flexible Sprinkler  
Best Seller of All**

Test after test proves  
that dollar for dollar it  
out-performs all others.



**Spray Soaker**

for Deep Watering  
Designed for foundation  
plantings, garden rows,  
etc. Virgin vinyl tube  
sprays upward to cover  
entire root system.

### Look for the AD-DOLLAR

- in your Supplex car-
- tons\* pays 100% of
- your Supplex adver-
- tising up to the
- "dollars" you accu-
- mulate.
- \*Except non-reinforced Hose.





## Picture of a man about to make five dollars\*

\*Well, four ninety-eight to be exact. He's a hardware dealer showing a power drill owner the new Versamatic... the only reversible attachment on the market. It's almost magic the way Versamatic sells. It's because it does so much more. Drives screws, removes screws. Runs nuts, bolts, on or off. Reduces speed 7-to-1 for more efficient drilling in masonry, metals, etc. Increases power 7 times to make light tools do heavy work. Yes... Versamatic sells... so stock up now. The brilliant display shown in the photo is free to dealers. List price \$14.95.



Call your jobber or write Supreme Products Corp., 2222 South Calumet Avenue, Chicago 16, Illinois. Makers of famous Supreme Brand Chucks.

A giant color announcement display, a 5 1/2' illuminated display with animated letters featuring a three dimensional 40 HP motor, is one of the many signs and displays available. For more information—

Circle No. J21 on coupon, pg. 52

The Edwin H. Fittler Co., Philadelphia 24, Pa., offers several sales aids for dealers' use in merchandising Fittler products. (1) Octagonal Display and Dispenser Boxes 3/16" dia. up to and including 3/4" dia. sizes, Manila and Sisal Rope. (2) Wire Rope Display Racks requiring 20" x 30" floor space to display and dispense four sizes of rope — only a small charge made for this display rack when ordered with 300 lbs. or more of rope. (3) Counter Display Boxes containing 100 ft. connected coils Fittler Manila and Fittler Sisal Rope in 1/4", 5/16", 3/8" and 1/2" dia. sizes. (4) Rope Merchandiser that handles seven sizes of rope — displays, measures and cuts rope to desired lengths. Small charge made for this merchandiser, shipped freight prepaid. (5) Display Box containing 50 ft. connected coils of either 1/4", 5/16", 3/8" dia. sizes and 25 ft. connected coils 1/2" dia. size Fittler "Stabilized" Filament Nylon Yacht Rope. (6) Display Boxes containing Fittler high tenacity yellow polyethylene or Fittler Manila Water Ski Tow Ropes — six boxes to a master shipping carton. To all dealers handling Fittler Brand Manila Rope, Fittler will furnish, on request a blue and yellow metal sign for counter or wall use. For more information—

Circle No. J22 on coupon, pg. 52

Wen Products, Inc., Chicago 31, Ill., makes available to dealers colorful 30" x 19" window streamers or wall signs—two featuring Wen Model #250 and 199 "Quick-Hot" Electronic Soldering Guns; others Model #202, #303 or #404 Electric Sander. Polishers. Two color folders 3 3/8" x 6 1/2" which illustrate and describe the above mentioned products along with the Model 505 Power Saw and the new Model 707 3/8" Electric Drill. They have a complete assortment of glossy photos, electros, mats and ad layouts. The latest feature is a display stand in five colors that mounts one each 250 Gun, 505 Saw, 707 Drill, and 202 Sander. For more information—

Circle No. J23 on coupon, pg. 52

Camillus Cutlery Co., Camillus, N. Y., offers the following sales aids in connection with promotions of the Camillus and Cameo pocket knife lines: In the Camillus line are two display cases, the #5600 for the display of 12 and the #56-24 for the display of 24 pocket knives. Glass front panel with lined oak frame protects and displays knives in open position. Panels on both displays fit into locked wood storage cabinet base or can be used for wall or window

Another Profit Star

# BY Weber

of Stevens Point, Wis.

## Lifelike Crawlers and Rigs



### TRIPLE-HOOK CRAWLER

Plastic 5 1/2" worm on No. 552P Rig (one prop blade as shown). For spinning, casting, cane pole fishing. Hook size 4 or 2; specify. Colors: Black, Brown, Fire Orange, Red, Saturn Yellow, White; specify.

No. 590A — One dozen on display (one in cello, env. 12 env. on panel). Per Display (List 60¢ ea.) \$7.20

No. 591A — Same as above but with No. 552S Rig (2 "prop" blades). Per Display (List 60¢ ea.) \$7.20

No. 592A — Same as above but with No. 552 Harness (2 Colo. blades). Per Display (List 60¢ ea.) \$7.20



### LIFELIKE CRAWLER

Natural 5 1/2" night crawler with egg sac. The special plastic is soft, resilient, yet tough, durable. For use on rigs, harnesses, snelled hooks. Colors: Black, Brown, Fire Orange, Red, Saturn Yellow, White; specify.

No. LC36 — 3 dozen on display (3 in cello, env. 12 env. on panel). Per Display (List 60¢ pkg. of 3) \$6.00



### RIGS AND HARNESSSES

Three styles as shown at right for use with plastic, rubber or live night crawlers, worms or eels. Two dozen of a size on display shown above (one in plastic bag, 24 bags on panel).

No. 552PA, 552SA or 552A — Per Display of 2 dozen (List 35¢ ea.) \$8.40

NO. 552P 1 gold prop blade; 3 gold Aberdeen hooks, size 4 or 2.	NO. 552S 2 nkl. prop blades; 3 brz. Sprout hooks, sizes 10 thru 2.	NO. 552 2 nkl. Colo. blades; 3 brz. Sprout hooks, sizes 10 thru 2.
--	---	---

THE WEBER LIFELIKE FLY CO.  
Stevens Point, Wis.



If you do not have the 1957 Catalog No. 33, write for your copy today.

IF WEBER MAKES IT A FISH TAKES IT!

# Balanced Perfection!

## NEW ADJUSTABLE TUBULAR HACK SAW FRAME No.325



All Chrome Plated with Handle and Blade Finished in Gold . . .

### A Perfectly Balanced Work Tool for Master Mechanics and Craftsmen

- Unbreakable butcher boy handle has special, firm "safety-grip" design for added protection
- Permanent thumb rest on tubular frame for easier, balanced cutting . . . prevents greasy hands from slipping
- Tubular-frame construction is lightweight, yet exceptionally sturdy for heavy duty work
- Frame is furnished with Great Neck's standard 10" gold finished tungsten blade . . . individually boxed and attractively priced for profitable year round sales. . . . . Retailers for \$2.98



Standard Tungsten and high speed Molybdenum hand hack saw blade displays — available for easy, self-service selling.

Hack saw frames with butcher boy and pistol-grip handles available in a full price range.

• Order from your jobber  
Write for Complete Catalog of Tools and Kits for Everyone



**Great Neck**  
SAW MANUFACTURERS, INC.  
MINEOLA, NEW YORK

**"They're SUPER  
...for fast,  
leakproof  
connections!"**



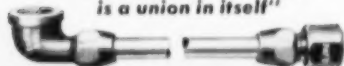
## *Superseal* Gas Range Connectors

The long, 10" tapered cone on Superseal Connector Fittings makes positive, leakproof connections which are not affected by vibration or moving the range in and out of position. The fittings are rugged, cadmium-plated, malleable iron with no sharp edges to shear the aluminum tubing.

And here's another thing installation men like. Because tubing can be easily bent, it is always possible to make neat, flush-to-the-wall installations.

Superseal Connectors are certified by the American Gas Association and are listed by Underwriters' Laboratories. They are produced in any combination of female elbows and male or female adapters; 3/4-inch pipe thread; 12 to 60-inch lengths. Over 400 U. S. distributors. Insist on Superseal.

**"Every Superseal Fitting  
is a union in itself"**



display. Both #5600 and #56-24 are available without extra charge through Camillus wholesalers. Also available free of charge are window streamers in three colors, pennants in three colors, free newspaper mats, catalog sheets, and special promotion tips. For more information—

**Circle No. J24 on coupon, pg. 52**

**Jackson Manufacturing Co.**, Harrisburg, Pa., has available a 3-fold circular describing and illustrating its complete line of lawn and garden equipment, and also a page covering its line of lawn spreaders and garden carts. Both are in color and may be used as counter circulars or mailing stuffers. For more information—

**Circle No. J25 on coupon, pg. 52**

**Zebco Co.**, 1131 East Easton St., Tulsa 1, Okla., offers to dealers a folder containing Goodstix window display, a counter display card, window streamers, and envelope stuffers announcing Zebco's new Feather-touch Control now available on Models 33 and 44. For more information—

**Circle No. J26 on coupon, pg. 52**

**Libbey - Owens - Ford Glass Co.**, 608 Madison Ave., Toledo 3, Ohio, has available for dealers a catalog showing a complete range of sales aids. These include envelope stuffers and self-mailers, ad mats and radio commercials, product literature, window streamers and counter cards. For more information—

**Circle No. J27 on coupon, pg. 52**

**Wickwire Brothers, Inc.**, Cortland, N. Y., offers for dealer use a merchandising kit containing colorful posters and folders promoting the company's line of wire products. Extra posters for windows and folders for counter give-aways and envelope stuffers are available in addition to ad mats of company products. For more information—

**Circle No. J28 on coupon, pg. 52**

**Henry L. Hanson Co.**, Worcester, Mass., has available a Self-Seller Drill Display which requires 14 inches of space. A clear cover highlights the high speed drills which are held in supporting holes and serve as a drill gauge. The size and price are marked and quantities are varied according to demand. The cabinet has a storage rack for extra stocks. An information chart is also available.

The Hanson Self-Seller Display Cabinet for taps and dies contains initial assortment of taps, dies, screw extractors, die stocks and tap wrenches, including all popular sizes, and is graduated according to normal customer demands. The cabinet requires counter space 18 inches x 13 inches and has space in the back for extra stock. For more information—

**Circle No. J29 on coupon, pg. 52**

**Lebanon Chemical Corp.**, Lebanon, Pa., offers a number of free merchandising aids for its line of fertilizers, weed killers, insecticides and fungicides. A metal store sign "Authorized Dealer" is 15" x 12", silk screened in black and Day-Glo red or white baked enamel finish. Leaflets and stuffers are in two and three colors and offer wide variety. A 1-minute or 20-second radio announcement on any product plus newspaper mats and window streamers are also offered. A Dealer Aid Folder, 17" x 22", folding to approximately 8 1/2" x 5 1/2", two colors, two sides, describes all merchandising aids for the dealer's convenience and is available without cost. Lebanon also will pay 50 percent of newspaper and radio advertising expenses upon presentation of invoice and proof of insertion and use. For more information—

**Circle No. J30 on coupon, pg. 52**

**Geyer Manufacturing Co.**, Rock Falls, Ill., offers its dealers a selection of ad mats covering the most popular items in the Geyer Farm and Garden Tool line. An illustrated brochure for easy ordering is available on request. For more information—

**Circle No. J31 on coupon, pg. 52**

**Lombard**, 6 Main St., Ashland, Mass., is providing dealers with special promotional material featuring an "archeress" and the slogan "Lombard Hits the Bullseye." The complete Lombard line of chain saws is displayed in specially printed broadsides. Bright banners have been designed to set off displays in either the dealer's window or at a booth at a state, county or local fair. A Dealer Newsmat series and envelope stuffers for dealer use are also available. For more information—

**Circle No. J32 on coupon, pg. 52**

**Melnor Industries, Inc.**, 300 DeWitt Ave., Brooklyn, N. Y., offers a co-operative advertising plan to eligible dealers whereby Melnor pays 50 percent of the actual space cost of the dealer. The cost, however, cannot exceed \$20 for each advertisement placed. The space cost is paid directly to the dealer. The limit is six advertisements per dealer in any one calendar year. The company also will provide mats for the ads. For more information—

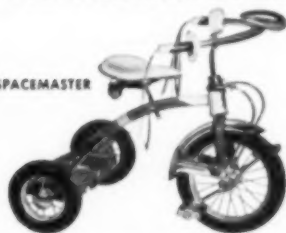
**Circle No. J33 on coupon, pg. 52**

**National Lock Co.**, Rockford, Ill., will supply single- and double-column newspaper mats without charge to customers featuring National Locksets, Cabinet Hardware, Furniture Trimmings, and Tutch Latch. Envelope enclosures describing the same products are also available. For Locksets, a counter sign is offered without charge. The Select-a-pak merchandising plan introduced as a sales aid features screws, stove bolts, and hardware products which have



STOCK A FULL ACTION TOY LINE

6-60 SPACEMASTER



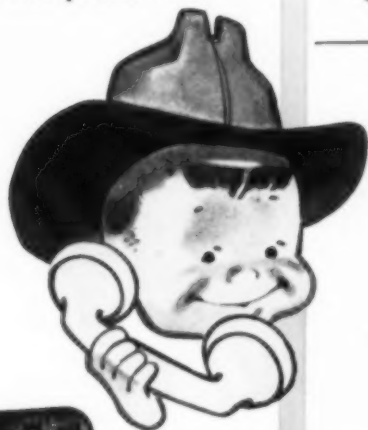
*children cherish them*

6A18 — 16" Wheels  
— Boy's Model  
Becomes Girl's  
by simple removal  
of crossbar —  
Removable trainer  
wheels.

3-in-1 Convertible  
Train-A-Bikes



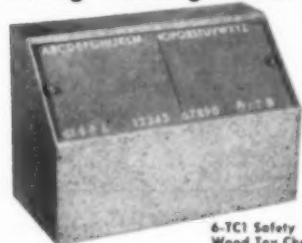
*parents praise them*



6-R26 Authentic  
Child's  
Boston Rocker



*all big values-guaranteed*



6-TC1 Safety  
Wood Toy Chest  
With sliding  
chalkboard panels.

*top quality - a nation's choice*

## DOLL CARRIAGES AND STROLLERS

666-4 PANDA  
DOLL STROLLER



683-1 REINDER  
DOLL STROLLER



632-1 Fluffytop  
Doll Carriage



650-1 EMPRESS  
DOLL CARRIAGE



ALL YOU NEED to get ACTION in YOUR  
TOY SALES is RIGHT on this page in

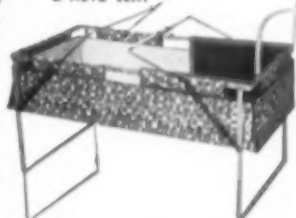
# SIEBERT

1957 "Future Look" ACTION TOYS  
and "Instant Selling"  
JUVENILE FURNITURE

COMFORTABLE CAR BEDS AND AUTO SEATS FOR YEAR ROUND SALES  
*be sure to sell SIEBERT — to be sure to sell!*



CR156 CAR CRIB  
& AUTO SEAT



AS-36 AUTO SEAT

this  
becomes  
this



*the best toy profits come  
from the best...*

# SIEBERT

GARDNER, MASSACHUSETTS

PERMANENT SHOWROOMS

SPACE 1537, AMERICAN FURNITURE MART, CHICAGO  
SPACE 305, NEW YORK FURNITURE EXCHANGE, NEW YORK  
SOUTHERN PLANT — ALEXANDER ST. & VICTORY BLVD., PORTSMOUTH, VA.  
SPACE, 5TH FLOOR SOU. FURN. EXPOSITION BLDG., HIGH POINT, N. C.



WRITE DEPT. SM-2

clear acetate sliding covers. Counters and display boards which enable retailers to display a complete line of hardware in a small compact space for the Wood Screw and the Stove Bolt assortments are given free. For more information—

Circle No. J34 on coupon, pg. 52

The Wood Shovel and Tool Co., Piqua, Ohio, offers to dealers a brochure and a proof sheet on advertising mats which are available free of charge. A self-mailer on the company's Jet-Lite line of shovels, spades and scoops can be used by the wholesaler and the dealer alike and is available in any quantity upon request. A floor type shovel rack which provides a great degree of flexibility inasmuch as it can be moved from one part of the store to another and which displays six or more shovels, spades and scoops is made available at a small extra cost. For more information—

Circle No. J35 on coupon, pg. 52

Atlas Asbestos Co., North Wales, Pa., wick manufacturers, furnish through wholesalers, metal merchandisers and cardboard counter displays with the purchase of merchandise. Two displays are the metal merchandisers for Glaswik and Flamemaster which not only keep 100-foot rolls of these wick brands

clean, fresh, and easy to cut, but remind customers to order wick. With the 5½' rolls of Glaswik, Flamemaster and Beswik, a counter display is furnished with every dozen individual boxes of a size — the individual boxes being packed one dozen to a counter display. For more information—

Circle No. J36 on coupon, pg. 52

Montague-Ocean City Manufacturing Co., "A" and Somerset Street, Philadelphia 34, Pa., is publishing a monthly newsletter for fishing tackle dealers. The publication is designed to give tackle dealers information so they can make more profit. For more information—

Circle No. J37 on coupon, pg. 52

Bolens Products Division, Port Washington, Wisconsin, currently offers for dealer promotional use material for a colorful window display, a mobile display showing company's complete line of outdoor power equipment, a three-color identification banner with hangers illustrating the four lines of power equipment and explanatory literature on all products. For more information—

Circle No. J38 on coupon, pg. 52

McKinney Manufacturing Co., Pittsburgh 33, Pa., manufacturers of forged iron hardware, makes avail-

able to dealers special window displays promoting the company's line of products. Also offered are a number of colorful and informative envelope stuffers of interest to home-owners and prospective builders, and a booklet designed to help in the selection of hardware for the home. Dealers may obtain also a wide range of advertising mats. Currently available is an assortment of carded hardware complete with display rack. For more information—

Circle No. J39 on coupon, pg. 52

Plymouth Cordage Co., Plymouth, Mass., offers dealers a wide range of promotional literature, colorful point-of-sale displays, and several rope dispensers. Literature includes pamphlets on use of rope on farms, on boats and in industry. Dispensers include the SalesRak which sells rope off the spool in any length up to 300'. The SalesMaker, available in counter or floor models, holds seven sizes of rope, which can be cut on dispenser to desired length. A cardboard display occupying less than two feet of floor space is available for merchandising and assortment of ropes and twines. All sales aids are available through Plymouth wholesalers. For more information—

Circle No. J40 on coupon, pg. 52

Shopmaster, Inc., 1214 So. Third St., Minneapolis 15, Minn., offers its

# To Step Up Profits

## Dixie is THE Line!



- ★ Priced to Zoom Your Profits
- ★ Complete, Streamlined Family
- ★ Rugged, but Smooth Handling
- ★ Liberal Dealer Discounts
- ★ Briggs & Stratton, Clinton, Lauson Engines
- ★ Forceful Ads Spell Fast Turnover

See your jobber or write us today for catalogue, prices, complete information.

**SOUTHLAND MOWER COMPANY**  
SELMA, ALABAMA

**THE GRASS IS ALWAYS GREENER IN A DIXIE YARD!**

DIXIE crew-cuts tough old weeds as well as gay young blades...

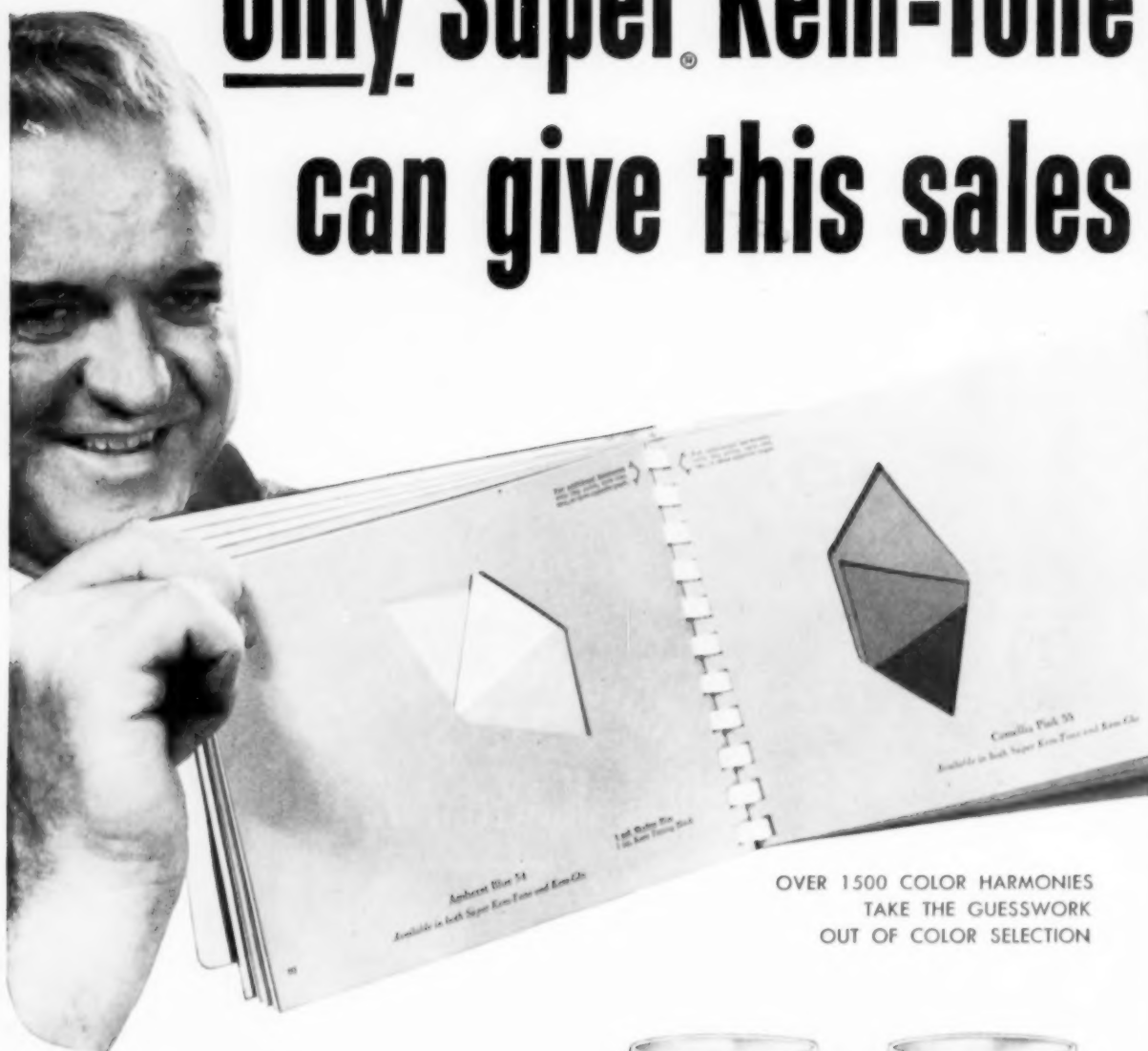
and it's safe!...

Exclusive Dixie Bladeholder prevents blade from coming off even if bolt is broken.





# Only Super Kem-Tone<sup>®</sup> can give this sales



OVER 1500 COLOR HARMONIES  
TAKE THE GUESSWORK  
OUT OF COLOR SELECTION

## Another "Exclusive" for America's two fastest selling paints!

Wherever the Color Harmony Book is displayed and loaned to customers, sales of Super Kem-Tone, the Deluxe Latex wall paint, and Kem-Glo, the Miracle Alkyd enamel, take another big jump — UP! They're selling faster than ever!



FEATURED PRODUCTS — HARDWARE WEEK  
APRIL 25 THRU MAY 4

FOR FULL DETAILS ABOUT THIS PROFIT-MAKING COLOR SERVICE, WRITE —



# and Kem-Glo<sup>®</sup> dealers - building color service !



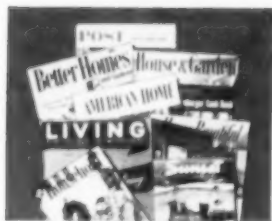
## **New Color Harmony Book speeds color selection — increases sales!**

Here's the ingenious new color book that takes the guesswork out of decorating! Big pages of actual paint colors show over 1500 authentic color harmonies . . . make it easy to select decorator-approved color schemes in seconds. No wonder homemakers, everywhere, are asking to see this new Color Harmony Book right now! It will pay you to use this wonderful new color service that is keeping Super Kem-Tone and Kem-Glo Retailers out in front in sales and profits!

## **Top selling team of radio, TV and magazines is reaching homemakers *in your area!***



Arthur Godfrey, America's No. 1 salesman, shows, talks and sells the Color Harmony Book over 272 CBS Network Television and Radio stations every week! A tremendous boost for Super Kem-Tone and Kem-Glo sales!



### **Big-circulation magazines,**

that penetrate every trading area in the United States, feature the Color Harmony Book this Spring in double-page, full-color ads! Result? A steady flow of Super Kem-Tone and Kem-Glo customers for you!

To get complete facts, write:

**Super Kem-Tone, 1200 Midland Building, Cleveland 1, Ohio**

or contact one of these companies: The Sherwin-Williams Co., Cleveland • Acme Quality Paints, Inc., Detroit • John Lucas & Co., Inc., Philadelphia • W. W. Lawrence & Co., Pittsburgh • The Martin-Senour Co., Chicago • The Lowe Bros. Co., Dayton • Rogers Paint Products, Inc., Detroit.

**hiSport**  
most exciting  
new lure  
in the  
world today!



*Alive in* **looks**  
*Alive in* **action**  
*Alive in* **promotion**

Hi-Sport is loaded with oscillating diving action magnificently alive. In fact, its new original design is the look of action . . . sells fishermen on sight.

Large ads in Field & Stream, Outdoor Life and Sports Afield will presell hi-Sport. This powerful support will bring customers your way asking for hi-Sport. So now's the time to get your stock of ¼ oz. spinning and ½ oz. casting models.

Tops for trolling. Will not twist line. Floats. Depth of dive governed by rate of retrieve. 6 standard colors. Packed 6 to display carton. Price: \$1.35 retail. Contact your jobber or write, call, wire today.

**STALEY MARINE, INC.**

6801 South Calhoun



Fort Wayne 8, Indiana



dealers the DK-55 Merchandiser which the company describes as a complete power tool department set up in a 3' x 5' floor area. Six of the fastest moving tools and 17 basic accessories for each tool are included. All tools are properly merchandised and displayed on a floor model steel stand with a peg board back for the display of accessories. The unit is finished in chartreuse and red and has an SM insignia fastened to the top of the display. Although designed primarily for power tools, its standard step up design allows merchandising of other items during off season months. For more information—

Circle No. J41 on coupon, pg. 52

Foley Manufacturing Co., 3300 5th St., N.E., Minneapolis 18, Minn., continues its 14-day trial offer on 18", 19", and 20" deluxe Foley mowers, as a promotional aid to dealers. A customer is allowed a 14-day trial on his lawn. If not satisfied, he may return the mower and get his money back. The dealer has nothing to lose as the company states that it will replace the used mower whenever requested. A window streamer and advertising mats also are available. In its advertising program, a two-column six-inch mat will be run free in any dealer's local paper if that dealer will purchase three deluxe model mowers (excluding Demonstrators and Scotsman models). In metropolitan areas the dealers will be listed, free, on a big dealer listing ad. Under the co-op ad plan, after the first ad is run free, the company will then cooperate on a 50-50 basis with dealers on their future Foley mower newspaper advertising when using its standard ad mats. For more information—

Circle No. J42 on coupon, pg. 52

Buch Manufacturing Co., Elizabethtown, Pa., has available for dealers a display kit free of charge. The kit contains a counter card, 9" x 18" printed in two colors; three gummed window and door stickers, featuring home barrows, spreaders and lawn carts; and a giant streamer, 12" x 28" printed in two colors. All merchandising material is printed in Bermuda Green and black which matches the color of the Buch line of lawn care equipment. For more information—

Circle No. J43 on coupon, pg. 52

Propulsion Engine Corp., 311 Marion Ave., South Milwaukee, Wis., offers a number of dealer helps to cover its Mow-Master power mowers. Display material includes a jumbo size product identification tag to hang on the mower handle. A window display banner, 2 color, 17" x 30", features Mow-Master rotary mowers, and is designed for display window or wall use. Ad mats featuring Mow-Master rotary mowers and also Grind-A-Leaf pulverator attachment for Mow-Master rotary



INCREASES SALES **100 TO 200** PER CENT

You, too, can take advantage of Plymouth packaged products. Each product spanking clean in a gleaming cellophane package is its own salesman. You just put it on the shelf and it sells itself. Thousands of dealers have proven it. Why not join them?

Plymouth gives you individualized service, too. Plymouth representatives help you choose the products, packaging and displays best suited for your particular store and location. A complete Plymouth pack-

aged inventory can cost as little as \$50.00 (costly rope inventories are a thing of the past with Plymouth).

In addition, national advertising in leading consumer magazines pre-sells your customer; tells him to look for the clipper ship decal in your window when he buys. The decal and many other proven sales aids are yours for the asking. Why not ask your distributor how you can increase your sales with Plymouth.



**PLYMOUTH CORDAGE COMPANY**

Plymouth, Massachusetts • New Orleans, Louisiana



## FOLLANSBEE Quick Lock STOVE PIPE

Your customers will like the quick, easy way Follansbee Quick Lock Stove Pipe locks into joint. It can be closed without tools, will not slip and makes a joint that stays fast.

Stove Pipe is just part of the complete Follansbee line which is available to your customers. You can offer also the accessories which round out the line—items like: elbows, angles, tees, collars and all types of reducers.

### A Complete Line Available



Stove pipe Reducers



Stove pipe elbow and tee

Shipped in sturdy, corrugated cartons

See your jobber or write

**SHEET METAL  
SPECIALTY DIVISION**

Box 567

Follansbee W. Va.



A Division of  
**FOLLANSBEE  
STEEL CORP.**

mowers, are available in one-, two-, and three-column sizes. For more information—

Circle No. J44 on coupon, pg. 52

Carolina Washboard Co., Raleigh, N. C., offers a colorful display carton which contains the following assortment of Carolina Fishing Floats: 4 doz. No. 000, \$.90 per doz.; 4 doz. No. 00, \$.90 per doz.; 2 doz. No. 0 \$1.20 per doz.; 2 doz. No. 1, \$1.20 per doz.; 2 doz. No. 2, \$1.20 per doz.; 1 doz. No. 3, \$1.50 per doz. — list price is \$16.00. For more information—

Circle No. J45 on coupon, pg. 52

Adjustable Clamp Co., 437 N. Ashland Ave., Chicago 22, Ill., offers free electros and mats to interested dealers for its "Jorgensen" and "Pony" clamps ("C" Clamps, Clamp Fixtures, Bar Clamps, Handscrews, Press Screws, etc.) Also a wide variety of pages and stuffers for counter use, for "homecrafters," school shop teachers, welders, woodworkers, etc., are available. For more information—

Circle No. J46 on coupon, pg. 52

Aladdin Laboratories, Inc., 620 So. 8th St., Minneapolis, Minn., encloses a dealer merchandising kit in each box of six JON-E Hand Warmers. Included is a cardboard counter display, a four-color folder stuffer, a window streamer and a dealer's return order post card for additional material. Four-color, self-adhering, clear acetate, 10" x 24" window posters for glass doors, display windows and display cases are now available from the company, direct. For more information—

Circle No. J47 on coupon, pg. 52

Moe Light Division of Thomas Industries, Inc., Louisville, Ky., has available for dealers a number of ceiling, wall and counter merchandising display deals, including a recessed box display unit. The lighting fixtures are displayed on peg board. On these deals all fixtures are individually packaged and are shipped directly to the dealer, master packed and equipped with mounting and wiring kits, plus complete display unit and merchandising sales helps; rail freight prepaid at Hopkinsville, Ky., on all fixtures and display units. Additional aids include free advertising mats, product shots of fixtures, a variety of full color catalogs, brochures, envelope stuffers, and promotional flyers. For more information—

Circle No. J48 on coupon, pg. 52

Nixdorff-Krein Manufacturing Co., 916 Howard St., St. Louis 6, Ill., has available the Merchandiser Display Rack which holds eight of the company's fastest selling types and sizes of chain with a built-in chain cutter. The reels have square holes to prevent chain from running out on the floor. The display has a spare rack for extra stock and has a tubular

steel frame with no sharp edges. For more information—

Circle No. J49 on coupon, pg. 52

Alan Wood Steel Co., Conshohocken, Pa., has available copies of its A. W. Cut Nail descriptive leaflet. The leaflets can be supplied imprinted with the dealer's name, address and telephone number for use as envelope stuffers. For more information—

Circle No. J50 on coupon, pg. 52

Southern Screw Co., Statesville, N. C., offers without charge to dealers a Dealer Chart, giving complete information on wood screws and stove bolts. The chart is of heavy cardboard, punched for hanging and covers information on wood screws as follows: list price per gross for slotted steel and brass; net price per gross figured on the basis of various discounts; how to determine size, length and head style; pilot and shank clearance hole recommendations chart; and shipping weights. Stove bolt information included is as follows: list price per gross; net price per gross figured on the basis of various discounts; and shipping weights. For more information—

Circle No. J51 on coupon, pg. 52

Utica-Duxbak Corp., Utica 4, N. Y., has available for dealers a complete mat service covering the company's line of sportsmen's clothing. Offered also is colorful corrugated display material for window backgrounds or for use on TV programs. Other sales aids include window streamers, counter cards, and literature for mailing. For more information—

Circle No. J52 on coupon, pg. 52

Revere Copper and Brass, Inc., Box 111, Rome, N. Y., has a wide assortment of dealer sales aids available for use in promoting Revere Ware utensils. These include a large Revere Ware trade mark plaque, envelope stuffers, advertising mat service and cooperative newspaper advertising program. They also have an electric flasher display unit available at a modest cost. For more information—

Circle No. J53 on coupon, pg. 52

True Temper Corp., 1623 Euclid Ave., Cleveland 15, Ohio, offers a free display stand for fishing rods with the purchase of any 20 rods totaling \$125 at dealer's cost. The company's line embraces 163 fresh water and salt water numbers with color and trim combinations. Spiral windings and a white lacquer butt sheath distinguish every rod. For more information—

Circle No. J54 on coupon, pg. 52

Cleveland Mills Co., Lawndale, N. C., offers a printed corrugated floor display rack for merchandising the complete line of Mike twine and



# "A clean, well-stocked Rubbermaid display actually sells itself"

says Mrs. J. L. Arrington, Owner  
Brookwood Hardware  
Atlanta, Georgia

## ANOTHER SUCCESSFUL HARDWARE SELLING TEAM —RETAILER, JOBBER AND RUBBERMAID

Mrs. J. L. Arrington, Owner,  
Brookwood Hardware,  
Atlanta, Georgia, and  
R. F. Smith, Salesman,  
Beck & Gregg Hardware,  
Atlanta, Georgia



**RETAILER SAYS:** "Month in and month out, Rubbermaid has proven to be one of my fastest moving housewares lines. In my store I find that a clean, well-stocked display attracts and sells itself to my customers."—Mrs. J. L. Arrington, Owner, Brookwood Hardware.



**JOBBER SAYS:** "An attractive, prominently placed display is the most effective way to sell this popular line. Keeping Rubbermaid in depth, by items and colors, has greatly increased my own and my hardware accounts volume in housewares."—Mr. R. F. Smith, Salesman, Beck & Gregg Hardware.



## RUBBERMAID SAYS:

"An inviting display works merchandising magic with Rubbermaid. The popular colors invite women. The many related items invite women. And a neat, well-grouped display invites multiple impulse sales. Try it!"



You get the most out of Rubbermaid by the proper display. Write for free Rubbermaid display booklet that illustrates and describes the best display for your store. THE WOOSTER RUBBER COMPANY, WOOSTER, OHIO.

Put these "SALESMEN"  
to work for you!

**FREE...**



Send for  
your cards  
**TODAY**  
They're absolutely  
**FREE...**

*Gold Medal*  
**QUALITY SEINE TWINES**  
THE LINEN THREAD CO., INC. • 418 Grand Street, Paterson 1, N. J.



60 East 42nd St. New York 17, N. Y. • 140 Federal St. Boston 10, Mass.  
Lombard & Calvert Sts., Balt. 3, Md. • 105 Maplewood Ave., Gloucester, Mass.  
158 W. Hubbard St., Chi. 10, Ill. • 116 New Montgomery St., San Fran. 5, Calif.

these handsome  
sample cards  
will help you sell  
more seine twine

Just hang these cards where  
your customers can see  
them . . . then watch your  
sales go up! The Linen  
Thread Co., Inc. has a com-  
plete line of seine twines  
for your every need.

cordage. Approximately 4' high, this  
stand has five shelves with dividers,  
making 10 display compartments.  
White on the outside with blue bins,  
the stand is printed in red and blue.  
For more information—

Circle No. J55 on coupon, pg. 52

Upson Brothers, Inc., 65 Broad St.,  
Rochester 14, N. Y., offers a perma-  
nent, self-service display of all plas-  
tic construction at no extra cost for  
the TD-48 Hold-E-Zee screwdriver  
assortment. This Tenite display holds  
a stock of 48—17 types and sizes—one  
to six of a kind. Each driver is  
marked on the display for number  
and price for easy replacement when  
sold. For more information—

Circle No. J56 on coupon, pg. 52

Chas. O. Larson Co., P. O. Box 358,  
Sterling, Ill., manufacturers of wire  
goods, wire specialties and hardware  
construction sets for the do-it-your-  
self trade, has available for dealers  
envelope stuffers on Saw Horse  
Brackets and various construction  
sets, which may be obtained in mod-  
erate quantities without charge upon  
request. Counter models for three  
styles of Saw Horse Brackets and one  
style of Folding Leg Brackets are  
available without charge under cer-  
tain conditions through wholesalers.  
For more information—

Circle No. J57 on coupon, pg. 52

The Patterson-Sargent Co., 1325 E.  
38th St., Cleveland 14, Ohio, publish-  
es a complete catalog of suggested  
dealer sales aids. These include radio  
commercials, window and outdoor  
signs, transfers for windows, fixture  
plans, suggestions for direct mail,  
give-aways, and window displays,  
and suggested copy for newspaper  
ads. For more information—

Circle No. J58 on coupon, pg. 52

The Irwin Auger Bit Co., Wilming-  
ton, Ohio, offers to dealers free metal  
display merchandisers with the fol-  
lowing assortments. No. D-13 contains  
free metal wall display and 13 bit as-  
sortment of Irwin 62T Bits, one of  
each size 4/16" through 16/16". No.  
8830 contains free metal counter or  
wall display and assortment of 30  
Irwin Speedbor "88" Wood Bits for  
electric drills. No. 430 contains free  
metal wall display and assortment of  
39 amber plastic handle screw drivers  
in most popular sizes. All displays are  
colorful and fit in a minimum of  
space. A booklet on the selection, use  
and care of bits, and a variety of  
envelope stuffers are also available.  
For more information—

Circle No. J59 on coupon, pg. 52

The Yale & Towne Manufacturing  
Co., Stamford, Conn., provides carded  
hardware as a dealer help in boosting  
sales. The company also advocates  
the use of mounted samples on dis-  
play boards as a permanent mer-  
chandising idea. Package merchan-  
disers are offered by the company

**Pre-Sold  
Customer  
Acceptance  
Means  
More  
Sales!**



No. 4293  
20" x 29" fire bowl,  
grid height, 28½".



No. 6193  
28" dia. fire bowl  
grid height, 29".

## Duncan Hines\* GRILLS

*Trademark of The Finest Products...*

RECOMMENDED By  
*America's Outstanding Authority on Good Eating*

- All parts made of heavy-gauge steel.
- Heat and rust resistant gunmetal finish.
- Solid bottom fire bowls, eliminate dropping coals and grease.
- Chrome plated, spatula-flat and rod type grills.
- Standard equipment includes: Windshields and grid height lift.

Customers know the outstanding quality of the products endorsed by Duncan Hines... and the distinctive features that make these grills easy to sell. They dis-assemble quickly for easy storage or traveling. Hand and battery operated spits are available, for both round and rectangular models. Sizes for every need, priced for every market.

**ORDER FROM YOUR JOBBER**

\*T. M. Duncan Hines Institute.

### FAST SELLING, LOW PRICED MODELS



No. 2193  
14" x 20¼" fire bowl,  
grid height, 22".



No. 5193  
21½" dia. fire bowl,  
grid height, 26".



No. 3293  
16½" x 26" fire bowl,  
grid height, 26½".

### HEMP AND COMPANY, INCORPORATED

*Producers of Quality Metal Products for 94 Years*

5707 Murray Street • Macomb, Illinois



**... leader  
in riding  
mowers**



## dealers surprised we haven't raised prices

Hundreds of dealers who last year enjoyed good profit selling MOW Cycles, have now looked over the 1957 models. Almost invariably, these experienced merchants express surprise that in spite of having made numerous improvements on the machines, we have not followed the general trend this year and raised our prices.

These men discovered that we have increased horsepower, provided better starters, simplified drives, widened rear treads, reinforced steering mechanisms, revised gear shifts, protected exposed hardware with rust resistant plating and effected many other detail changes that make MOW Cycles even better and more durable than they were. Yet prices remain the same.

There is no mystery about why we can do this. MOW Cycles are built in America's only factory devoted exclusively to the production of riding lawn mowers. The more we build, the less each one costs. They have consistently outsold all competing makes for seven years. Present sales volume is bigger than ever. Resultant production efficiency enables us to make them better and still not charge more.

*If you want to sell reliable goods that offer the best possible values, act promptly. Get full information on MOW Cycle at once.*

### LIST PRICES

#### MODEL '24'



**\$289.50**

#### 'CADET'



**\$219.50**

#### 'PRO-6'



**\$495.00**

Musgrave Incorporated, Dept. F, Springfield, Ohio

Please send trade information on the MOW CYCLE line.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

COMPLETE LAWN CARE WITHOUT WALKING



for location in such strategic positions as next to the cash register, on the counter, in the window, or near tie-in merchandise. All merchandisers are in bright colors and polyethylene bags are used to package many of the products. For more information—

Circle No. J60 on coupon, pg. 52

**Reo Division, Motor Wheel Corp.,** Lansing 3, Mich., supplies its dealers with 4-color envelope stuffers, wall posters and ad mats at factory cost. Indoor sales and service signs, designed to stamp the store's name and its Reo dealership upon the mind of the public may be obtained for \$9.90 each. For more information—

Circle No. J61 on coupon, pg. 52

**Langley Corp.,** 310 Euclid Ave., San Diego 14, Calif., offers its dealers seven newspaper ad mats of Langley spinning reels and Fisherman's De-Liars. Mat proofs are reproduced in a 4-page folder and are available at no charge in 1- and 2-column widths, ranging from five to 10 inches deep. For more information—

Circle No. J62 on coupon, pg. 52

**Hanson Scale Co.,** 1777 Shermer Rd., Northbrook, Ill., offers its dealers two scale promoter display stands. Display #D-103 is a wooden stand free to any dealer who has Hanson scales, will hold seven sets, and is 18" wide by 14" deep. A bath scale sampler of six scales, No. 3580,

includes without charge a merchandiser which can be used on the counter, floor or in windows. It is finished with soft rose background and jade green trim. For more information—

Circle No. J63 on coupon, pg. 52

**Columbian Rope Co.,** Auburn, N. Y., has available for dealers an assortment of window display materials including ship cutouts, samples of manila and sisal fibres, folders and pamphlets, and a red and blue dealer sign. Colorful sales promotional booklets are available on various company products. Currently offered also are two dispenser racks sold through wholesalers. The Columbian Rope Merchandiser requires only 22" by 12" of floor space and holds seven sizes of rope which can be cut to desired lengths. Another dispenser, the Colpack Rope Rack, holds four cartons of rope. Additionally, the company offers various counter display cartons and carded products, individually packaged such as starter ropes, jute, twine, mason's line and Christmas twine. For more information—

Circle No. J64 on coupon, pg. 52

**The Ruberoid Co.,** 500 Fifth Ave., New York 36, New York, manufacturers of building products, offers a wide selection of envelope stuffers, window display material, counter

displays, and special store displays in numerous sizes, colors, and materials. These include a 6-tier wire rack display for asbestos siding, rigid model boards, etc.; a two-piece metal entrance doorway sign; metal, flat wall sign; metal truck sign; a Day-Glo banner; and a color selector chart. Also included are a number of colorful counter displays. For more information—

Circle No. J65 on coupon, pg. 52

**The Moto-Mower Co.** of Richmond, Ind., offers to its dealers a sales promotion book entitled "I'm Your Moto-Mower Sales and Advertising Guide." Through cartoon treatment this includes tips and suggestions on salesmanship, conducting demonstrations, and setting up window displays. It also describes the newspaper mats, TV film, and radio commercials which are available without charge to the dealer. Additional dealer aids include colorful consumer folders, window streamers, catalog sheets, a national coupon inquiry service and a yellow page telephone directory trade mark heading. A tabloid newspaper for store and mail distribution "Lawn Secrets" is available at \$10 per thousand. Lawn care portfolios which include one tabloid, one set of catalog sheets, one consumer folder, one retail price list in a string-tied carton are offered at \$10 per hundred. For more information—

Circle No. J66 on coupon, pg. 52

**Delighter®**  
FOR YOUR SPORTING PLEASURE



A complete line of the finest sport chairs made. Constructed for rugged wear, designed for comfort and practical use. Choose Delighter for your sport chair needs. Lightweight, all aluminum folding chairs.

See your nearest dealer or write . . .

**UNIVERSAL CONVERTING CORP.**  
New Bedford • Massachusetts

**new!**

**PAINE**  
**copper plated hanging devices**

simplify the hanging . . .  
improve the appearance . . .  
in copper tubing installation

**2 HOLE STRAPS**



Series No. 7900

- cold rolled copper plated steel strip
- no sharp corners or edges
- size stamped on each strap
- seven sizes conveniently packaged

**"SNUGFIT" WIRE HOOKS**

- copper plated wire
- nail sharp drive points
- offset bend for easy hammering
- nine standard sizes



Series No. 6100C

**HANGER IRON**



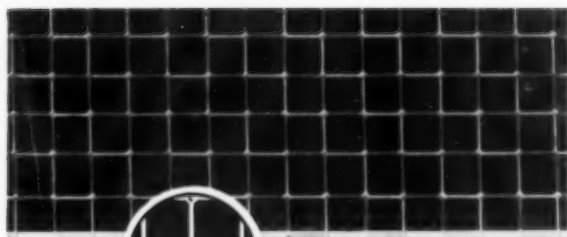
Series No. 510

- cold rolled copper plated strip
- holes on 1/2" centers take 1/4" bolts
- 100 ft. and 10 ft. coils
- 1/8 20 gauge and 1/4 24 gauge
- marked every six inches for easy measuring

**the best craftsmen always take PAINE'S**  
Request Additional Information

THE PAINE COMPANY, 19 Westgate Road, Addison, Illinois





## ADDED STRENGTH RIGIDITY and UNIFORMITY

WRIGHTWELD HARDWARE CLOTH. Added strength, rigidity, uniformity. Flat wire selvage permanently welded to each filler wire. Hard drawn wire replacing customary annealed wire. Heavily galvanized after weaving. A major advance in the wire cloth industry. Sizes 2 x 2, 3 x 3, 4 x 4.

E. L. Hornbrook Co.  
Box 176, Avondale Estates, Ga.

Lawrence J. Baldwin & Son,  
306 Carondelet Bldg.  
New Orleans 12, La.



**STEEL & WIRE CO.**  
WORCESTER, MASS.

## THE KEY TO GREATER PROFITS THRU GEYER

### The Line With Greater CUSTOMER ACCEPTANCE

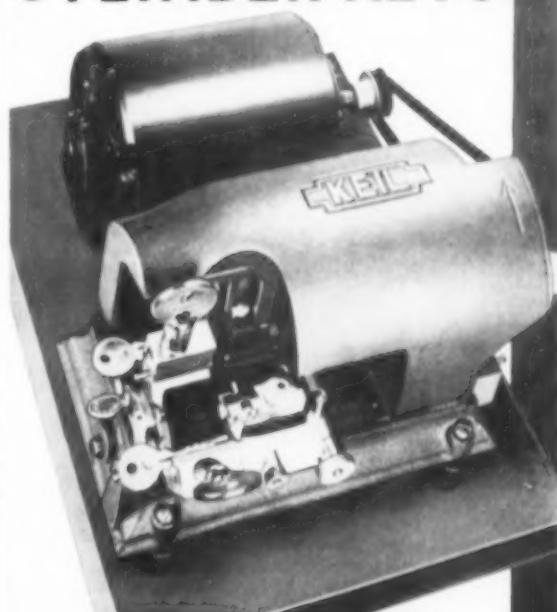
The complete line of Geyer Farm and Garden Tools signals quality and efficiency to your customers. That means fast, easy saleability and greater profits for you. The new improved display stand will sell itself out time after time. If you aren't cashing in on the Geyer line now, you should investigate its possibilities.

*Write today* for complete catalog of tools and details of merchandising and advertising aids.



**GEYER MANUFACTURING CO.**  
ROCK FALLS, ILLINOIS

## The KEIL No. 1½ *Automatically* DUPLICATES CYLINDER KEYS



This is a real  
money-maker for you.  
It will bring new business  
to your store.

**LET US TELL YOU ABOUT IT  
MAIL COUPON TODAY!**

KEIL LOCK CO., INC.  
Charlestown, New Hampshire

Please send complete information on your  
No. 1 series of Key Duplicating Machines

Name \_\_\_\_\_

PLEASE PRINT

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_

# NEW PRODUCTS

*For more information on these new products  
use the return free post card on page 52*

## Junior Garden Tool Set

A "Green Thumb Junior" garden tool set was introduced recently by The Union Fork & Hoe Co., Columbus, Ohio. Designed as real working tools for youngsters, the rake-hoe-shovel set is packaged in a "tool shed" carton, with a hand-hold in the top. The pyramid-shaped carton makes a self-displaying pack which stands without support.



"Green Thumb Juniors" are one-piece steel forgings with ash handles, just like big tools except in size. Adults may use them too for light floral gardening. They are tagged for coast-to-coast sales at \$3.98. For more information—

Circle No. 372 on coupon, pg. 52

## Rural Mail Box Special

A weatherproof vinyl plastic nameplate is offered free with each new #1 Rural Mail Box bought for Hardware Week, Jackes-Evans



Manufacturing Co., 4427 Geraldine Ave., Saint Louis 15, Mo., announces. The nameplate will be mailed prepaid to purchaser on return of card enclosed in each box.

The boxes have a Rib-O-Nized, galvanized-steel construction and are approved by the postmaster general. Finish is a satin-gloss, oven-baked aluminum enamel. Individually boxed in colorful display-shipping cartons, retail price is set at \$2.89 each for Hardware Week. For more information—

Circle No. 373 on coupon, pg. 52

## Budget Can Opener

Swing-A-Way Manufacturing Co., 4100 Beck Ave., St. Louis 16, Mo., recently introduced its Budget Can Opener No. 307W. Guaranteed for five years, Model No. 307W is of-



fered in white enamel, cadmium trim, to retail at \$1.98. The Magnetic Model, No. 307WM, is white enamel, cadmium trim, with magnetic lid-lifter, and retails at \$2.98. For more information—

Circle No. 374 on coupon, pg. 52

## Vise Angle Adapter

A new Angle Adapter to permit movement of Gyro-Vises up and down in an arc, is announced by The Columbian Vise & Mfg. Co., Cleveland, Ohio.

With this adapter, the vise can be placed in any position required by any user. The adapter is also said to increase the versatility of this vise which normally operates from and



rotates around a standard base. The Gyro-Vise works equally well in any upright or "on-its-side" position.

The angle adapter is one of several new features of the No. 73½ Gyro-Vise recently introduced by the company. Others include removable and replaceable pipe jaws, 7½ square inches of jaw gripping area, 3½ inch jaw width and 1¾ inch square polished anvil surface. Weight of the angle adapter is 2¼ lbs. For more information—

Circle No. 375 on coupon, pg. 52

HOW  
**"KNOW-WHY"**  
 DESIGN,  
 FROM THE INSIDE OUT, KEEPS  
**LAWN-BOY**  
 FIRST IN SALES



What skyrocketed LAWN-BOY to first place in power-mower sales? Many engineering features, that all add up to a smooth, level-cut lawn. Even though the imitators are building mowers to *look* like LAWN-BOY, they just can't build one to *cut* like LAWN-BOY — and you know it's the *cut* that counts on your customers' lawns.

TELL YOUR CUSTOMERS the sensational story of LAWN-BOY "know-why" design to illustrate the smooth, level cut of LAWN-BOY lawns. Show them the simple, efficient 2-cycle LAWN-BOY engine that delivers 3200 rpm for fast, easy grass-cutting; show them the Activated Pilot Wheel on the new LAWN-BOY Automower and Deluxe models, that brings them an *even smoother cut* than ever before.

YOUR LAWN-BOY distributor-salesman can supply you with all the facts about the "know-why" engineering that makes LAWN-BOY cut best. He'll show you too how you can keep LAWN-BOYS selling around the calendar. Call now and order enough — early enough!

## LAWN-BOY

LAWN-BOY, Lamar, Mo. • Division of Outboard Marine Corporation, makers of **Johnson** and **Evinrude** Outboard Motors.  
 In Canada: LAWN-BOY, Peterborough, Ontario

The NEW IDEAS are LAWN-BOY IDEAS



Designed by LAWN-BOY *only* for LAWN-BOY, this is one of the "know-why" engineering features of LAWN-BOY that can't be copied. Every piston stroke delivers power to cut grass better and faster. Simple, dependable, the LAWN-BOY engine was conceived with a minimum of moving parts. The rugged carburetor and hot spark magnets also help make the LAWN-BOY engine the easiest-starting in all mowdom. No lubrication problems, either—and no checking of oil. No doubt about it—the LAWN-BOY 2-cycle engine can't be beat on the lawn or on the showroom floor!

## New Midland Line

The Midland Co., South Milwaukee, Wisconsin, offers eight Rotary Tiller Models in addition to a new Riding Rotary Mower and four new 21-inch Rotary Mower Models.



The eight new tillers range in size from 2 3/4 hp. on up to 6.8 hp., including riding models. The 2 3/4 hp. Rotary Tiller, priced for volume sales, tills a 16" strip.

The 2 3/4 and 3.6 hp. (shown) self-propelled Rotary Tiller-Mowers han-

dle a 16" tiller attachment and additional attachments such as rotary mower, reel-type mower, weed cutter, cultivator, dump cart and others.

The large units in the Midland line are the 3.5, 5, and 6.8 Tiller-Tractor models with 22-inch Tiller attachment and 5 and 6.8 hp. Riding Tiller models with 22-inch Tiller attachment.

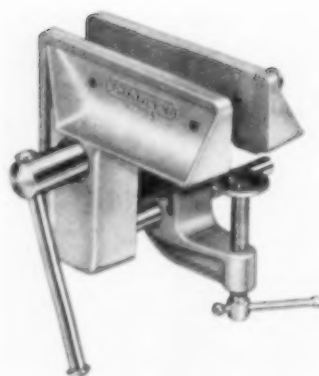
In addition to the Tillers, Midland is building a mower line, including a 3.6 hp. Riding Rotary Mower, mowing a 25" swath, and four 21-inch rotary mowers, 2 to 2 3/4 hp. Mower deck and blades of the new Rider raise instantly as much as four inches by gentle foot pressure. For more information—

Circle No. 376 on coupon, pg. 52

## Woodworker's Vice

A lightweight woodworker's vise made of aluminum-alloy is introduced by Stanley Tools, division of The Stanley Works, New Britain, Conn. A companion to the Stanley No. 700 Steel Vise, the No. 702 weighs three pounds and retails for \$4.75.

Completely portable, the No. 702 can be clamped to any projection, such as stairs, saw horses, shelves and benches, up to 2 1/4 inches thick.



The "L" shaped jaws of the vise have a capacity of 3 1/2 inches and are equipped with holes for attaching faces of tempered Presdwood or other cushioning materials. Each jaw is five inches long horizontally and 4 1/2 inches vertically, allowing material to be held in either position.

All steel parts on the 702 are plated to prevent rust. The vise also features a vise screw with long-wearing Acme thread, a precision-fitted guide rod and full-turn handle clearance from any bench position.

A special feature on the vise carton is a slot on the cover which al-



Sell more  
**FITLER  
ROPE**

## WITH THIS HANDY DISPENSER

The new Fitler rope container was designed to create impulse sales. Neat in appearance, it keeps rope clean and is a proven space saver . . . to use, simply break paper seal and withdraw rope through center hole. For a quick turnover; stock and display the Fitler Line . . . it sells itself.

The Blue & Yellow label identifies Fitler Brand Pure Manila Rope and the Red & White identifies Fitler Brand Sisal Rope.

**THE EDWIN H. FITLER CO.**

EST. 1804

NEW ORLEANS 17, LA.

PHILADELPHIA 24, PA.

SOLD BY HARDWARE DEALERS EVERYWHERE

Plan now to  
handle the

**Leading  
Seller**

From coast to coast!

**UMCO**  
*Bonus Quality*  
**TACKLE AND  
SPIN BOXES**

More models to choose from . . . better design and workmanship . . . exclusive features . . . attractive retail price—these are the reasons why UMCO Aluminum and Royalite Tackle and Spin Boxes chalk up sales records year after year for dealers across the country. For 1957, UMCO offers you 24 models for spinning or bait-casting . . . fresh or salt water fishing.

Plan now to handle UMCO . . . America's fastest growing, fastest selling tackle box line.

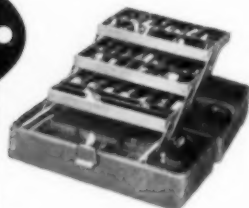
Ask your jobber or write today for complete information.

**UMCO corporation**

1717-4th Avenue So.  
MINNEAPOLIS, MINN.



**MODEL 52 COMBINATION TACKLE BOX**—New combination spinning and bait casting tackle box. Aluminum case with 2 full length cantilever trays. Lur-Gard liners. 29 lure compartments—20 for spin lures, 9 for bait casting lures. Large, deep storage area for reels, tackle and gear. Retail—\$9.95.



**MODEL 203 SPIN BOX**—A new jumbo sized spin box. Aluminum case with 3 cantilever trays, Lur-Gard tray liners, 47 lure compartments. Extra large storage area for tackle and gear. 4 1/2 x 9" separate reel compartment. Extra reel clip inside cover—Retail—\$14.95.

**MODEL 203R SPIN BOX**—Like the Model 203, except with Royalite case and copper anodized aluminum exterior hardware—Retail—\$17.95.

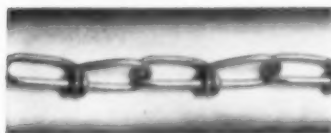


lows the holding clamp handle to be inserted. The vise is thus displayed on the yellow box without having to attach the tool to a counter or shelf edge. For more information—

Circle No. 377 on coupon, pg. 52

### No. 3 Chain

Wire Products Co., Birmingham, Ala., announces the addition of the No. 3 Chain (gauge 14) to its list of other products manufactured and sold under the name of "Rugged Robert."



The chain is somewhat smaller than the No. 2/0 chain, and besides its many industrial uses, is used frequently in dog leashes and children's toys. It is available in either plain or galvanized 200 foot lengths and is packaged by Wire Products in boxes or on metal spools for ease in cutting to size. For more information—

Circle No. 378 on coupon, pg. 52

### Umbrella Tent

The H. Wenzel Tent & Duck Co., 1635 Paul St., St. Louis 4, Mo., announces the Lone Ranger Umbrella Tent. The new addition to the Lone Ranger family of children's play tents has the Lone Ranger and some of his equipment printed on both sides in four colors on a buckskin tan background.



The tent is 5 ft. x 5 ft. at the base and is 4½ ft. at the center. It comes complete with center pole, awning extension poles, guy ropes, metal stakes, and 20-inch square wire eave frame.

Other Lone Ranger tents now being offered are the Lone Ranger Teepee, Lone Ranger & Tonto Wigwam, and Lone Ranger Camp Tent. For more information—

Circle No. 379 on coupon, pg. 52

## NEW TAYLOR CHAIN SALES MAKER

with chain cutter

rolls up fast,  
profitable self-  
service sales!



Chain sales are virtually automatic from the Taylor Chain Sales Maker. Customers step right up and help themselves to any of seven types and sizes of weldless, sash or bright chain. That's why wholesalers and dealers alike say it's a self-service chain department in itself—the most profitable two square feet of floor space in their store. Put a Taylor Chain Sales Maker to work in your store and see for yourself what it will do for you!

### TAYLOR CHAIN

maintains a complete line of all types of chain fittings and attachments



#### ← Clevis Grab Hooks

Drop forged, carbon steel clevis grab and slip hooks. Available in six sizes. Finish—self-colored.

#### Regular Grab Hooks →

Drop forged, carbon steel grab and slip hooks. Available in nine sizes. Finish—self-colored.



#### Cold Shuts

For repairing Coil Chain. Use one size larger than chain itself. Nine sizes. Finish—self-colored.



#### Repair and Lap Links

Twelve sizes. Finish—bright.



#### Connecting Links

For connecting and repairing. Stronger than Proof Coil. 13 sizes. Self-colored or hot galvanized.

S. G. TAYLOR CHAIN COMPANY

Plants in Hammond, Indiana;  
Pittsburgh, Pennsylvania

Contact your nearest  
jobber for all types of...

**TAYLOR MADE**  
A GREAT NAME IN  
*Chain* SINCE 1873

## Drill - Holesaw Specials

The Black & Decker Manufacturing Co., Towson, Md., is offering two "specials" for 1957 Hardware Week: Portable Electric  $\frac{3}{8}$ " Utility Drill at a customer saving of \$5, and a special assortment of Holesaws (shown) for use with the drill.



The drill, which has a full  $\frac{3}{8}$ -inch drilling capacity in steel, has ample power for use with holesaws, wood augers, masonry bits, and other

Black & Decker accessories such as the attachments for screwdriving and sawing. It can be attached also to a vertical stand, which converts it into a substantial drill press.

Holesaws attach to a portable electric drill and enable the user to cut large diameter round holes far beyond the drilling capacity of the drill itself, the manufacturer states. They will cut any material that can be cut by a hacksaw. The special holesaw assortment consists of a drill mandrel and four different-sized holesaws ranging from  $\frac{3}{4}$ " to  $1\frac{1}{8}$ " in diameter. Sold separately these units would retail for \$5.45. The packaged assortment, which sets up in a self-displaying carton that occupies a minimum amount of counter space, is offered for \$4.95 during Hardware Week. For more information—

Circle No. 380 on coupon, pg. 52

## Portable Water Cooler

A sanitation advance in the design of Igloo portable water coolers recently was announced by Bettis Corp., Houston, Texas. The water coolers now are protected with Crystalining, a plastic lining that is said to keep drinking water and other liquids clear and taste-free under roughest conditions.

Another new feature of the Igloo



water cooler is the bottom construction which eliminates metal-to-metal contact and thus reduces heat transfer.

Igloo water coolers come in 2-, 5-, 10-, and 15-gallon sizes. They may be used on construction projects, fishing trips, picnics, and numerous other outdoor activities. For more information—

Circle No. 381 on coupon, pg. 52



IDEAL "IKE" announces...

**no more sagging shelves  
and closet rods**



**New Ideal combination clothes hanger rod  
and shelf support eliminates shelf and rod sag**

Extruded Alcoa Aluminum rod smartly edges shelf and makes it rigid for full width of closet. Drill and saw to fit like lumber. No painting or upkeep necessary. Available in cartons of ten 10 ft. lengths, No. 700 and twenty-four 16 ft. lengths, No. 725.

write for prices and delivery

**IDEAL BRASS WORKS, Inc.**  
230 East 5th St. • St. Paul 1, Minn.

*Strataflo*

ALL POSITION

**Check  
Valves**

with the FAMOUS  
RUBBER POPPET



Silicone treated Rubber Poppet can't leak or stick. Sensitive in operation. Noiseless. Also supplied with Monel Metal Poppet. 200 lbs. pressure One-piece brass shell. Seven sizes. Write for Bulletin 204.

Order from your jobber

**STRATAFLO PRODUCTS, INC.**  
FORT WAYNE 1, INDIANA

SWING-A-WAY

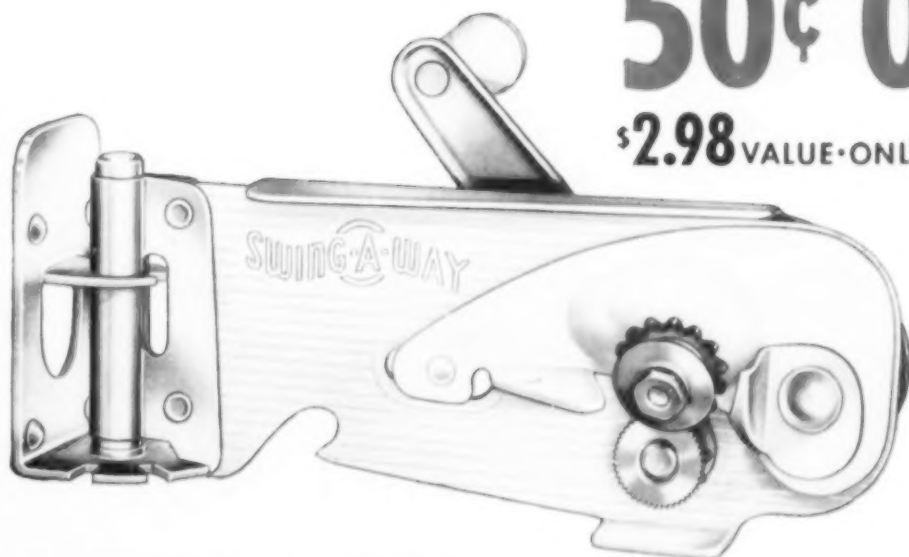
# irha HARDWARE WEEK

April 25 to May 4

## SPECIAL

# 50¢ OFF

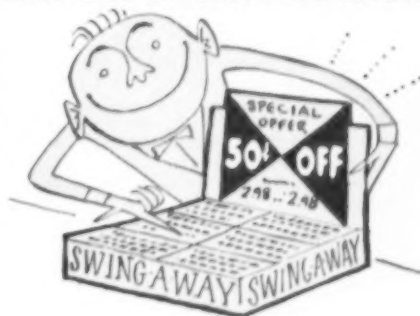
\$2.98 VALUE • ONLY \$2.48



## SWING-A-WAY

MODEL No. 507W CAN OPENER

It's the top value in the field at the regular price of \$2.98 . . . but what a buy it is for your Hardware Week customers at \$2.48! Order the No. 506 Deal now. Includes 6 No. 507W - White enamel can openers in a self-selling counter display. Total retail value \$14.88, less your regular discount.



FIRST IN SALES **SWING-A-WAY** BECAUSE IT'S FIRST IN VALUE!

SWING-A-WAY MANUFACTURING COMPANY • SAINT LOUIS 16, MISSOURI

## Bits Spring Specials

Reduced dealer prices for spring on three regular catalog items are being offered by the Irwin Auger Bit Co., Wilmington, Ohio.

The "Spring Special" offer includes



the No. D-13(s) Combination Set, consisting of a durable metal display rack and thirteen 62T auger bits, sizes  $\frac{1}{4}$ " to 1"; reduced dealer price is \$10.33 per set, suggested retail is \$15.50. No. 1(s) Lockhead Expansive Bit with  $\frac{5}{8}$ " to  $1\frac{1}{2}$ " boring range carries the reduced dealer price of \$22.75 per dozen, suggested retail is \$2.90 each. Shown is the No. 884-R(s) plastic roll set of four Speedbor "88" bits for  $\frac{1}{4}$ " electric drills offered at the reduced dealer

price of \$1.96 each; suggested retail, \$3.00 each.

The company states that the special offer may be withdrawn at any time. For more information—

Circle No. 382 on coupon, pg. 52

## Screwdriver Specials

Two screwdriver specials are offered by the Fuller Tool Co., Inc., 3522 Webster Ave., New York 67, N. Y., in Hardware Week's featured values.

The Economy 6-piece Screw Driver Set No. 699 is offered at a special retail price of 99 cents per set; regular retail value is \$1.50. Cost to the dealer for the special is 67 cents. The set comes with a free metal wall rack which holds the complete set. Included is a screw driver for various needs — a short stubby one for tight places, a small fine-bladed one, a regular cabinet model, a recessed Phillips-type, a long-bladed electrician's style, and one for heavy duty. Each one has a magnetized blade which will pick up and hold metal screws. All come with Fuller's unbreakable amber handles.

Also featured is Fuller's 4-Way Screw Spinner No. 213 priced for the special sale at 79 cents from the regular retail value of \$1.00. Dealer cost is 53 cents. Made of high leverage

high carbon steel, the Screw Spinner has spin-fast construction and ends for four different type screws. One is for Phillips-type screws No. 4 or smaller, while the opposite end



is for Phillips-type screws No. 4 to No. 10. The other two ends cover  $\frac{3}{16}$ " electrician type and  $\frac{1}{4}$ " mechanic type screws. For more information—

Circle No. 383 on coupon, pg. 52

## A NEW DEPARTMENT

...and more sales!

QUICKLY • SIMPLY • MINIMUM SPACE

• You can gain an entire new department with just one order. The Garcia Corporation produces a complete line of profitable, dependable, quality fishing tackle—tackle with a proven sales record...tackle that can work for you!

Garcia, through your jobber, can help you set up a profit-making fishing tackle department quickly and with a minimum of effort by you. What's more, you're always backed-up by Garcia's famous unconditional guarantee, liberal fast service policy, continuous high-impact advertising campaigns and effective merchandising aids.

Don't overlook this wonderful opportunity to increase your sales and draw new customers into your store. Write today for complete details—you'll see why it pays to set up a money-making Garcia tackle department.

**the Garcia corporation**

303 FOURTH AVENUE,  
NEW YORK 10, NEW YORK

REELS • RODS • LINES • LURES • ACCESSORIES • BALANCED KITS

## NEW SQUARE PATTERN

**RAIN JET  
SPRINKLERS**



**COVERS FULL 25' x 25' SQUARE!**

Just two take the place of ten ordinary sprinkler heads to cover average 50' x 25' yard. Ask for No. 66C. 4.95 ea. full rain-like coverage from head to edge without waste or overlap. 5'x40" rectangular heads also available for parkways. No. 51C 3.95 ea. No. 55C 34 ft. Dia. Full Circle Head 3.95 ea.

All heads available on portable stands. Write for catalog sheet on full line.

**RAIN JET CORP. • 6253 Hollywood Blvd., Los Angeles 28, California**

Installs  
Push  
Ads  
hurl!

Rotary  
Pop-up  
Pendulum  
Action

The RAIN JET Line is the PROFIT Line!

Give your customers the best for the least and you make the most.

- ★ Max efficiency at low water pressure
- ★ Big Savings on installation—1 does the work of 5
- ★ Even Water Distribution
- ★ Easy and Quick to Install

**30 YEARS OF  
CUSTOMER SATISFACTION  
AND DEALER PROFIT**

**ADAMS**

Exclusive water-proofing and uniform thickness prevents leakage and waste. Your customers will come back for more. Special attention given odd size cup orders.

Advertised throughout the South and Southwest.

Also, it will pay you to handle

**KAYO, TIP-TOP and ADAMS**

Steel hand tools, cold chisels, punches, etc.



**C. F. ADAMS, Inc.**

420 South Lake St.  
Fort Worth, Texas



FOR THE NEW FAST-TURNOVER ITEMS—LOOK TO YALE!

**NOW... IT'S THE YALE**

# 600 601

**TWO NEW  
LOW-COST  
PADLOCKS WITH  
EXCLUSIVE  
DESIGN APPEAL**

**75¢** Suggested retail price of new  
Yale 600 Padlock (below).

**90¢** Suggested retail price of new  
Yale 601 Padlock (above).

Unbelievable prices for padlocks of such high quality! Solid rustless case, aluminum finish, heavy steel shackle, 4 disc tumblers in the 600, 5 in the 601. Ideal for any general padlock use. Add sturdy, lasting protection to their low price—and you've got red-hot, fast-turnover items. Self-display carton (left) contains 6 locks, each lock individually packed with 2 keys. Available keyed-alike at no extra cost.

*For today's big doings in locks  
and hardware—LOOK TO YALE!*

The Yale & Towne Manufacturing Company  
Lock and Hardware Division  
White Plains, New York

YALE—REG. U. S. PAT. OFF.

## YALE & TOWNE

**What's boosting  
BOKER-is boosting  
you!**

*the right*

- **QUALITY** • **MARK UP**
- **RETAIL PRICES**
- **NATIONAL ADVERTISING**

BOKER tools are as finely made as the famous BOKER TREE <sup>®</sup> BRAND Cutlery . . . from special analysis, chrome vanadium steel—every tool load-tested, diamond-tested for hardness, and accurately machined. Your customers will go for them!



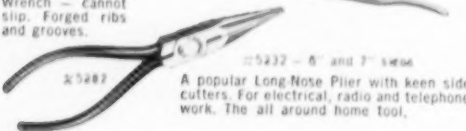
275C — 7" — 10 1/2"  
12 1/4" sizes

Heavy duty Combination Pattern Snips will cut curves as well as straight lines. Other patterns and sizes also available.



8507 — 10" size

Patented Groove-Grip, 5 position adjustable Plier-Wrench — cannot slip. Forged ribs and grooves.



5482

A popular Long-Nose Plier with keen side cutters. For electrical, radio and telephone work. The all around home tool.



5612 — 6" — 7 1/2"  
8 1/2" sizes

Heavy duty side cutting Plier widely used by linesmen and electricians and for maintenance repair.



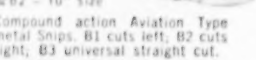
5179

Diagonal cutting Plier used by telephone, radio and electrical workers, "Do-it-Yourselfers" and for general maintenance repair.



6W

Chrome plated finish, special alloy steel thin Wrench. Exceptionally strong.



82 — 10" size

Compound action Aviation Type metal Snips. B1 cuts left, B2 cuts right, B3 universal straight cut.



**A POST  
Recognized Value**

**H. BOKER & CO., INC.**  
Established 1837

101 Duane St. New York 7, N.Y.

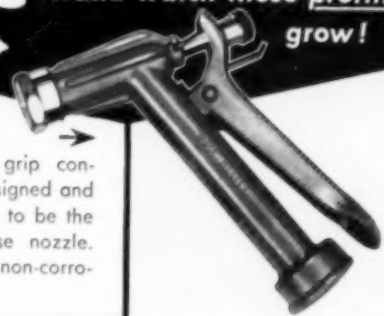
Plants at: Maplewood, N. J., Bridgeport, Conn., Ft. Smith, Arkansas



Get the best . . . get  
**GILMOUR**  
...and watch those profits  
grow!

**gilmour  
HOSEMASTER**

Exclusive pistol grip control. Precision designed and quality produced to be the world's best hose nozzle. Leakproof and non-corrosive.



**gilmour LAWNMASTER**

SPIN-BOY sprinkler. Patented working design. Simple, rugged construction. Fan-like spray over 1000 sq. ft. Light weight. Can't rust or clog.

**gilmour LAWNMASTER**  
TWIN-SPIN sprinkler. Full rotating at constant speed at pressures from 20 to 100 lbs. Sprays over 1800 sq. ft. with uniform coverage.



**gilmour hosemaster  
INSECTICIDE SPRAYER**

Fits garden hose for accurate mixtures without pre-mixing liquids. Up to 100 gals. of solution without refilling unbreakable container.

**gilmour REELMASTER**  
Fiberglass 2-way hose reel attaches directly to faucet or stakes out on lawn with special holder. Holds up to 175 ft. of garden hose.



... by the world's largest manufacturer of pistol grip hose nozzles.

**GILMOUR**

MANUFACTURING CO. • SOMERSET, PA.

**HOSEMASTER PRODUCTS**

Write for **FREE**  
literature

## Lawn Razor

The Lawn Razor grass cutter manufactured by the North Wayne Tool Co., Oakland, Maine, will now be fitted with a factory-equipped, solid steel blade. When necessary these



blades can be replaced with a new blade which will retail for about 50 cents each. Or, if preferred, the user may replace the old blade with nine new or old regular double edge razor blades.

All original features of the lawn razor—lightweight steel construction, folding hardwood handle, functional design and metal blade safety guard—are retained.

The Lawn Razor folds and fits into a colorful 4" x 13" display box and continues to retail for \$2.25. For more information—

Circle No. 384 on coupon, pg. 52

## Improved Knife Handle

Brownstag is the trade name Camillus Cutlery Co., Camillus, N. Y., has picked for the new handles used on its pocket knives. Brownstag replaces the old style black stagged plastic handles in use for so many years.



It is said to be unbreakable under normal working conditions and it has the appearance of natural bone. The



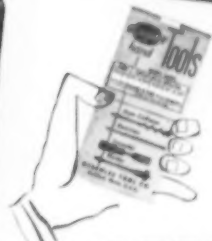
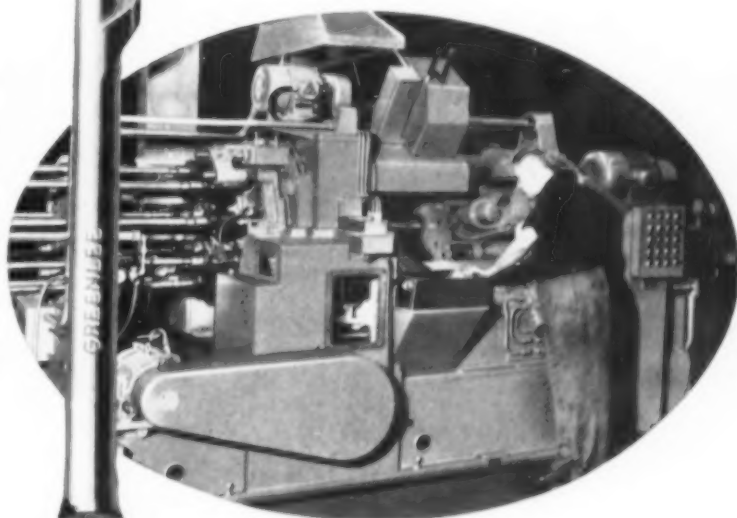
another reason why you profit from

## ASSURED QUALITY

Greenlee Tools for Craftsmen

Your customers who *really* know tools can instantly see the extra quality, *extra value* they get in a Greenlee 22 Solid-Center Auger Bit. And when they put these fine bits to work, they experience even finer performance than they expected, for *all* Greenlee 22 Solid-Center Auger Bits are of uniform high quality. In the manufacture of these bits, all cutting parts, point, throat, and twist are *automatically milled* on a battery of precision machines. Cutting edges are true . . . screw points are accurately hobbled . . . squares are perfect . . . the cold-formed shanks never vary. Here's example again of the *assured quality* you and your customers get from GREENLEE—to help build and keep bringing back more profitable business for your hand-tool department. Ask your wholesaler about GREENLEE tools, or write for catalog.

Automatically producing Greenlee 22 Solid-Center Auger Bits on a special Greenlee bit-making machine for assured uniformity and quality.



### FREE... HAND-TOOL

**PROFIT CHART.** Quickly converts cost per dozen of various items into unit cost. Gives profit percentages on selling prices and on costs, to help you rapidly figure your markups. Tells your profit story in seconds. Free to hardware and building supply dealers . . . send request on your letterhead.



**GREENLEE TOOL CO.**

1822 Herbert Ave., Rockford, Ill.

Auger Bits • Electric Drill Bits • Chisels and Gauges  
Expansive Bits • Drawknives • Other fine tools

rich brown color was selected to add to the beauty of the knives. The knife shown is Camillus #72. For more information—

Circle No. 385 on coupon, pg. 52

## Garden Hose Sprayer

The RediMix ShrubMaster is introduced by Sprayers & Nozzles, 2575 28th Ave. N., St. Petersburg 4, Fla., and is designed for applying insecticides, fungicides, and soluble plant foods on flowers, plants, shrubs, and trees (up to 30' high).



The garden hose sprayer sprays up to three gallons with one filling of jar. It is lightweight, has shut-off valve, and new Zamak cap. Retails for \$2.99 each complete. For more information—

Circle No. 386 on coupon pg. 52

## Ladies' Paint Brushes

A paint brush line designed specifically for women is introduced as "Lady Sue" by Superkleen, a division of Devco & Reynolds Co., Inc., Princeton, Ind.



The line consists of five sizes: 1", 1½", 2", 2½", and 3". Each has a distinctively feminine handle in

one of five pastel shades. Bristles are of 100 percent Tynex Nylon. Each assortment of four dozen brushes is packed in a colorful self-merchandise with an actual brush held in a hand as an integral part of the display. For more information—

Circle No. 387 on coupon, pg. 52

## Toilet Plunger

Water Master Co., New Brunswick, N. J., has marketed the Toilaflex, an all-angle plunger designed expressly for toilets.

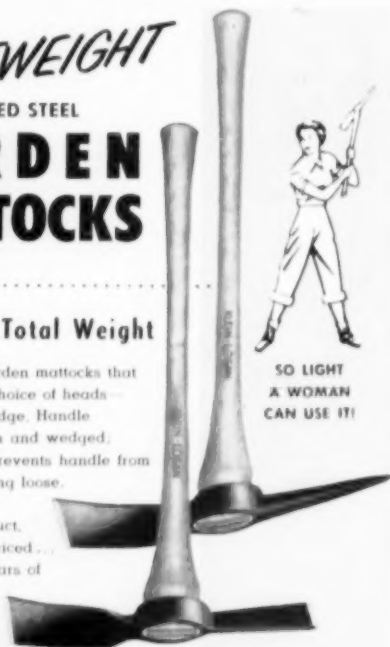
The accordion-action design of



## LIGHTWEIGHT FORGED STEEL GARDEN MATTOCKS

Only 4 lbs. Total Weight

Lightweight garden mattocks that sell on sight! Choice of heads—pick or cutter edge. Handle is factory-driven and wedged; shape of eye prevents handle from turning or coming loose. A finer, better, all-around product, competitively priced... result of 100 years of Klein Logan craftsmanship.



SO LIGHT  
A WOMAN  
CAN USE IT!

**The Klein-Logan Co.**

General Offices—Pittsburgh 3, Pa.  
REPRESENTED BY  
**LOUIS WILLIAMS & CO.**  
Nashville 3, Tennessee



SINCE 1856

# Carolina

TOP QUALITY

## Cork Fishing Floats

FOR

## All Fresh Water Fishing

NON-RESISTANT  
TANGLE-PROOF



6  
Sizes

Precision made from select cork



Ask your Sporting Goods Jobber for this fast selling line of floats



# DETECTOS



## New **BLACK** milk filter disc For Early Mastitis Detection

- First really NEW idea in milk filter discs since Perfection DUBL-CHEM.
- Selling BIG because it solves two problems for the dairy farmer — it removes sediment efficiently and helps detect mastitis EARLY.
- Sold only with purchases of Perfection and Perfection DUBL-CHEM discs.
- Nationally advertised. Free display and store advertising material.
- COSTS NOTHING EXTRA.
- For complete information and free samples, write

SCHWARTZ MFG. CO. • Two Rivers, Wis.



## Boost **Profits!** FISHING SEASON



## FISH FLOATS



### CLIP-ON FISH FLOAT

Made of hard, durable plastic — brilliant red and white! Just "press 'n turn" for casting or still fishing. Available in the following sizes —  
1 1/2", 2", 2 1/2", 3", 4", 5", 6", 8", 10", 12", 14", 16", 18", 20", 22", 24", 26", 28", 30", 32", 34", 36", 38", 40", 42", 44", 46", 48", 50", 52", 54", 56", 58", 60", 62", 64", 66", 68", 70", 72", 74", 76", 78", 80", 82", 84", 86", 88", 90", 92", 94", 96", 98", 100"



### SNAP-IT FISH FLOAT

Popular model in sturdy polystyrene. Brilliant red and white. Designed for still fishing. Easily attached and adjusted. Weight 1/2 oz — 1 1/4" diameter — 4" long.



### SPIN-FLOTE

For spinning or still fishing. Hard, clear plastic — perfectly balanced. Just "press 'n turn" — not necessary to fill with water for weight.

### OTHER BEST SELLERS IN THE FRABILL PROFIT LINE

Minnow Buckets Chain Stringers Anchor Rope Motor Safety Chains  
Minnow Traps Cord Stringers Boat Tie Downs Spillguard Funnels

### THE FINEST AND BEST SELLING FISHING TACKLE ACCESSORIES ON THE MARKET.

Fishin's more fun with these popular new FRABILL floats. They're "tops" for both casting and still fishing. Perfectly balanced — easily attached — will not cut or damage the line. Every fisherman will need several, so be sure to keep well stocked.



Eye catching display cartons for easy sales!

Nationally Advertised • Sold exclusively through jobbers

### FRABILL MANUFACTURING CO.

234 West Florida Street • Milwaukee 5, Wisconsin

Exclusive Exporters  
John H. Graham & Company • 107 Duane Street • New York City

**New**  
**DOUBLE EDGE**  
**Hack Saw**  
**Blade**

2 CUTTING EDGES  
FOR HEAVY CUTTING  
AND LIGHT CUTTING

Now ONE hack saw blade for cutting all thicknesses of metal. Home owners and mechanics will really go for this new flexible blade.

Individually carded blades

50 CARDED BLADES TO A REAL SELL DISPLAY

**GRIFFIN**

G. W. GRIFFIN CO. • FRANKLIN, NEW HAMPSHIRE  
Sole Representatives:  
John M. Graham & Co., Inc.  
105 Duane Street, New York 6, N. Y.



#### WATERFEEDER

Model 954. Applicator for cart-ridge type fertilizers. Attaches easily to faucet or hose. Use any watering device. Fertilize while you water. \$1.99.



#### WATERSPIKE

Amazing model 553 — 2 way watering device. Waters over-head or flip valve for sub-surface irrigation directly to roots. \$4.90 ea.

#### SQUARESPRAY

Famous model 433. It gets the corners. Hookup in tandem or use to fertilize while you water. \$2.95.

#### WATERFEED

Water soluble cart-ridge type fertilizer. 2 formulas. 30-10-10 and 15-40-10. No lawn burn. Leaf feeding. Box of 20 cart-ridges \$1.00 or in bulk pack.

**PROEN**  
**PRODUCTS CO.**  
9th & GRAYSON • BERKELEY 10 • CALIFORNIA

Toilaflex lets it bend around to fit into any shape or size toilet bowl trap, the company states. Its suction-grooved lip forms an air-tight seal which, with its oversized air-chamber, doubles the volume of compressed air. Toilaflex is available at \$2.65 through wholesale houses. For more information—

Circle No. 388 on coupon, pg. 52

#### Toggle Bridle Ring

The U. S. Expansion Bolt Co., York, Pa., recently added a Toggle Bridle Ring to its line of masonry anchors and fasteners. The bridle ring

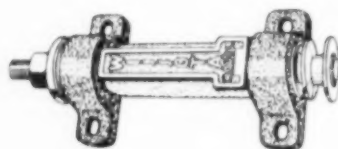


is designed to simplify the installation of conduit, wiring, etc., as all bridle rings can be pre-installed and the wiring job completed afterward. For more information—

Circle No. 389 on coupon, pg. 52

#### Saw Mandrels

A complete line of Saw Mandrels was added recently to the Wissota Tool Grinder line by Wissota Manufacturing Co., Minneapolis 4, Minn. The mandrels are made in two types — ball bearing and pillow block, and in 10 models for heavy duty use in home workshops, farms, shops, and garages.



The ball bearing models are available with single or double threaded ends, while the pillow block models have choice of end or center pulleys. V-belt pulleys are

**SMITH**  
**SPRAYERS**  
"Since 1888"

**SMITH Evergreen Hose Sprayers**

Give best possible job of properly mixed materials. Very popular. Send for circular.

**SMITH GARDEN KING**

Low Priced Power Sprayer. Finest made. 12 Gallon Capacity

Ideal for any spraying job. Briggs & Stratton engine. Double bladed mechanical agitator. 15 ft. spray hose.

**D. B. SMITH & CO.** Send for Catalog  
428 Main St., Utica 2, N. Y.  
"Originators of Sprayers"  
Canadian Rep. G. L. Cohoon  
1265 Stanley St., Montreal 2, Canada

#### IT'S BEEN A LONG TIME

... 10 years, to be exact! For 10 years now, our consistent advertising has been sending customers, millions of them, to hardware stores, to your hardware store for their Water Masters. And our 1957 advertising campaign is bigger than ever.

A small stock of Water Masters assures you of easy, quick turnover, 'round the year sales.



SELL THE GENUINE

**WATER MASTER**

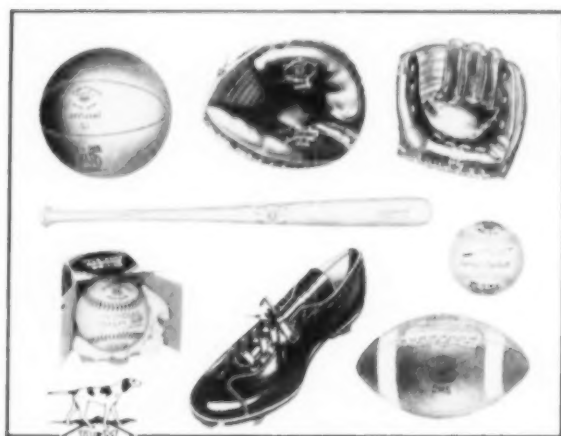
The Hardware Man's  
**TOILET TANK BALL**  
America's Largest Seller

**ONLY**

# D&M Sports Equipment

*gives you all this...*

- 1** One of the most respected names in American business.
- 2** A complete quality made line backed by more than a century of experience.
- 3** Nationally-known brand merchandise.
- 4** Quick delivery from your wholesaler.
- 5** Equipment in every price range.
- 6** Famous MacGregor tennis rackets, tennis balls and golf balls.
- 7** More profits through faster turnover.



These seven big advantages and many others are why more and more dealers feature the D & M line. You, too, will find it's a pleasant, easy and profitable experience to take on Draper-Maynard Sports Equipment.

Write today for complete information, Draper-Maynard catalogs and the name of your nearest wholesaler.

**DRAPER-MAYNARD Sports Equipment**  
CINCINNATI 32, OHIO

**ONE STEP SELLS 'EM!**

**MOW-MASTER**

*Prest-O-Matic*  
**STARTING**



- It's exclusive!
- It's new! It's different! It really sells!
- Sells for less than many hand-started mowers!

Prest-O-Matic starting, exclusive with Mow-Master, is sweeping the country. Alert dealers take one look at its in-store demonstration possibilities and know they're seeing the first really new power mower sales feature in years.

Look at the sales story you have — a quick kick of the Prest-O-Matic starter gets Mow-Master off and cutting . . . a single lever right on the handle controls engine choking, running and stopping . . . no stooping or bending to start a Mow-Master . . . easier and more convenient for anyone from 8 to 80. It's America's safest power mower.

And that's not all . . . actually priced lower than many hand-started mowers, Mow-Master is backed by national and local advertising, powerful promotions, and a complete package of point-of-sale and display material.

Sell the mower with the built-in buy-appeal of Prest-O-Matic starting. Sell Mow-Master—America's fastest growing power mower line. Ask your distributor or write today for details. Rotary and reel mowers from 18 to 21-in. cutting widths.

**PROPULSION ENGINE CORPORATION**

307 Marion Avenue, South Milwaukee, Wis.



Subsidiary of Food Machinery and Chemical Corporation

## CLASSIFIED

**HARDWARE, APPLIANCES** So. E. Va. Perfect corner loc! 6-yr. old bldg. Est. 47 yrs. Xint profits. A-1 expansion oppy. Retiring. Dept. No. 8341.

**HARDWARE** W. Cen. Va. Xint loc. \$50 rent! School acct. Top invest. oppy! Dept. No. 8361.

**HARDWARE & FURNITURE** So. C. KY. Xint loc. & good profits. Well estab. Owner other interests. Dept. 8376A.

**HARDWARE** E. Cen. Ala. Top cor. site! R. E. Low taxes. Prkg. New eqpt. A-1 oppy. Dept. No. 8408.

**HARDWARE & BLDG. SUPPLY** E. N. C. Choice loc! Est. 30 yrs. Prkg. Gross \$125,000! 2 trucks! Xint andy clients! Top oppy. Illness. Dept. No. 8437.

**HARDWARE, APPLIANCES** W. Cent. Calif. Compl. self-serve. Repair, svce. & install. Also, toy dept. Xint bldg. first Est. since 1862! A-1 main shopping st. loc! Gross profits over \$123,000! Illness. Lifetime invest. oppy! Dept. No. 23932.

**HARDWARE** W. New York. Top loc! Xint prkg! Gross \$45,000! 8434 acct! Expansion oppy! Dept. No. 42377.

### CHAS. FORD & ASSOC., INC.

6425 Hilywd Bl. Los Angeles Cal.

grooved for A belts.

The new mandrels are said to be of improved design, accurately machined, and carefully assembled. They have double sealed precision ball bearings; oilite bronze bearings with spring lid oilers are featured in the pillow block type. For more information—

Circle No. 390 on coupon, pg. 52

### Kitchen Tool Handle

A yellow handle has made its appearance in the Androck 1000 line of chrome plate kitchen tools for 1957. The line is made by The Washburn Co. of Worcester, Mass., and Rockford, Ill. The new color is used in combination with a narrow charcoal band and turquoise green base.

In addition to the 18 kitchen tools in open stock, Androck has introduced a Display Assortment (Y1518) of 137 pieces, and an eight piece set in a gift box (Y1008). For more information—

Circle No. 391 on coupon, pg. 52

### Texoma Sales Appointed to Handle Griffin Line

TEXOMA SALES Co., Dallas, Texas, has been appointed to represent Griffin Manufacturing Co., Erie, Pa., in the Texas area. H. M. Wickman is president and Sam Lee, vice-president, of the Texoma company.

The organization will sell Griffin hinges, butts, light builders hardware, and carded hardware to the hardware trade.

### Retail Prices Reduced on Pyrex Coffee Maker

RETAIL PRICES on Pyrex brand instant coffee makers were reduced as of January 2, 1957, Corning Glass Works has announced.

The 8-cup instant coffee maker price was lowered from \$6.95 to \$5.95; the 12-cup was reduced from \$7.95 to \$6.95.

Prices for Pyrex brand instant coffee makers are Fair Traded in all states having Fair Trade laws. In all other areas they are suggested retail prices.

### Autoyre Co. Adds New Product Lines

THE AUTOYRE Co., Chicago, Ill., manufacturer of kitchen, bathroom and closet accessories, has added several new product groups to its line of merchandise.

M. J. Ragir, president of Autoyre, which is a subsidiary of Ekco Products Co., announced that the company will soon be in full production on its new lines of step stools, utility tables, serving carts and garden hose hangers.

He revealed that the sales department is presently developing a comprehensive program for nationwide distribution and full-scale promotion of the new items in the spring.

These items have been previously manufactured by the Metaloid Company of Cleveland, Ohio. Now, with Autoyre assuming responsibility for marketing the products,

*Sell the Genuine*

## BILL UPPERMAN'S BUCKTAILS

FRESH or SALTWATER  
**SPINNING TROLLING CASTING**  
8 Sizes  
40¢ to 90¢  
send for catalog



ORDER FROM YOUR JOBBER  
BILL UPPERMAN  
ATLANTIC CITY, N. J.

manufacturing facilities and equipment are being re-located at the company's Canton, Ohio, factory.

Ragir added that Autoyre's product planning and engineering staffs are already at work developing improvements and additions to the former Metaloid line. Some of these will be revealed when production is resumed in Canton, and others will be announced later in the year.

Included in Autoyre's new product group are 11 upholstered and 6 all-metal household step stools. These items come in a choice of more than a dozen decorator colors and with chrome plated, copper plated or wrought iron metal finish. In addition, there is a complete line of utility tables and carts, most of them with removable serving trays and attached electrical outlets and cords. These, too, come in a wide variety of colors and metal finishes.

### Dallas Wholesale Firm Re-Elects Officers

J. P. BARFIELD was re-elected vice-president, general manager, and treasurer of Higginbotham-Pearlstone Hardware Co., Dallas, Texas, at a recent meeting of its stockholders and board of directors.

Other officers and directors of the wholesale organization were re-elected also, and J. H. Ways and J. H. Boggess were named directors.

NOVA

MEANS

NEW CUSTOMERS for CORD ITEMS



Offer your customers the very best in:

- clothes lines
- masons line
- venetian blind and drapery cord
- marine cord
- starter cord

All attractively packaged for good display . . . easy sell.



*NOVA* Division of

VIRGINIA


Manufacturing Co., Inc.

WHITESBURG, GEORGIA



**SANDVIK**  
*Swedish Steel  
is Best!*

**SANDVIK "FISH & HOOK"  
HACK SAW BLADES**



**Sandvik STEEL INC.**  
Saw & Tool Division  
1702 Nevins Road, Fair Lawn, N. J.

## MIXES IN COLD WATER!

### CONSUMERS PATCHING PLASTER

... for cracks, holes  
and general repair



**Famous for  
QUICK SALES  
because it...**

1. Needs no sizing.
2. Mixes white in cold water.
3. Knits quickly to old plaster.
4. Will not check or shrink.
5. Does not peel or crack.

• Available in 1, 2½ and 5 lb. cartons;  
2, 5, 10, 15 and 50 lb. paper bags; 100  
and 300 lb. drums.

**ORDER FROM YOUR WHOLESALER  
OR DIRECT FROM US**

**CONSUMERS GLUE CO.**  
1515 N. HADLEY ST. ST. LOUIS 8, MO.

## Jack C. Lyle Appointed Sprayit Representative

ELECTRIC Sprayit has announced the appointment of Jack C. Lyle and Associates, Atlanta, Ga., as representative for all Electric Sprayit products. Jack C. Lyle and his associates have been assigned Virginia, North Carolina, South Carolina, Tennessee, Alabama, and Georgia.

Electric Sprayit, a division of Thomas Industries, Inc., Louisville, Ky., manufactures a complete line of portable paint spraying equipment, air compressors, spray guns and accessories.

•

## Penn-Akron Appoints Sales Representatives

GEORGE BAUMAN, formerly sales manager of Earle Hardware Manufacturing Co., has been appointed field sales managing representative of the Lock Division of Penn-Akron Hardware Corp., Woodside 77, N. Y.

James M. Southard & Sons, of Decatur, Ga., have been appointed representatives of the Lock Division for the states of Georgia, Alabama, and Tennessee.

The Bill Gaser Sales Co., of Tulsa, Okla., will represent the company's lock and cabinet hardware divisions in Oklahoma and Fort Smith, Ark.

•

## Simonsen Industries Appoints Sales Reps

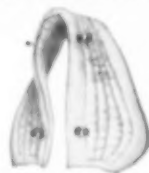
DAVE STERLING, Dallas, Texas, and Ken Hershey, Mr. Spruance and Ed. Wycoff, of the Maxim Hershey Co., have been appointed to represent Simonsen Industries, Chicago. The announcement was made by Harry H. Simon, vice-president in charge of sales for Simonsen.

In calling on the trade with the complete Simonsen line, Sterling will cover Texas and Oklahoma; and Hershey, Spruance, and Wycoff will cover Florida, Georgia, Alabama, Louisiana, Mississippi, Arkansas, Tennessee, North Carolina, South Carolina, and Virginia.

For information on  
**CATALOGS & BULLETINS**

see page 42

## Tapatco HORSE COLLAR PADS



For every work horse and mule.  
"The pad with the rust-proof  
red hooks"

## Tapatco TRACTOR SEAT CUSHIONS



For every tractor and farm  
implement seat.

See your jobber or write us.

**THE AMERICAN PAD & TEXTILE CO.**  
Greenfield, Ohio

**MAKERS OF FAMOUS TA-PAT-CO  
HORSE COLLAR PADS SINCE 1881**

## NEW Snap-Cut®

Hedge Shear

**SELLS  
ITSELF**



It has two unique  
sales features.  
This self-selling  
product card  
speaks for itself  
to your customers.

One of a complete  
line of "Snap-Cut"  
Garden Shears for all  
pruning and trim-  
ming. It's a snap  
with a "Snap-Cut."

*Quality Tools*  
**SEYMOUR SMITH**  
*Since 1850*

**SEYMOUR SMITH & SON, INC.**  
4202 Main St., Oakville, Conn.  
Sales Reps: John H. Graham & Co., Inc.  
105 Duane St., New York 8, N. Y.



## The Multi-Purpose Step-On Receiver

Increase your sales volume without decreasing your profit margin. With the approval of Good Housekeepers and a model to meet every purpose, Sani-Can gives quality-minded buyers something to sell besides a price tag.



- PRICES that SELL
- STYLES that SELL
- COLORS that SELL
- SIZES that SELL

**QUALITY CONSTRUCTION** . . . for years of trouble-free operation. Tip toe pressure on pedal automatically swings cover up for easy refuse disposal. Sponge rubber seal in cover assures quiet closing. Smooth working, sturdily constructed mechanism is fully enclosed for neater appearance and easier cleaning.

**DECORATOR COLORS** . . . to please the most discerning taste. Lovely shades of ivory, red, green, blue and yellow blend with any surrounding—kitchen, bathroom or rumpus rooms, with special baby blue and pink for nursery. Also available in gleaming white or chrome.

### SANITARY RECEIVER CO., INC.

DUNKIRK, NEW YORK

Originators of The Step-On Receiver

"Jorgensen" and "Pony" and "Pony"

## CLAMPS

favorites in industry, schools, homes and on the farm for nearly 60 years. Competitively priced.

SOLD THROUGH LEADING WHOLESALES

**ADJUSTABLE CLAMP CO.**  
"the clamp folks"

437 N. Ashland Ave. Chicago 22, Ill.

## TUCKER OUTDOOR FURNITURE



### CAMP STOOLS

Rugged hardwood frame. Heavy canvas cover, plain or striped. Sells by the dozens! Ideal for camping, picnics—hundreds of utility uses.

### DIRECTOR'S CHAIR

Attractive, high quality utility chair for indoor or outdoor use. Hardwood frame finished in natural varnish or white paint. Seat and back made from extra heavy canvas. Available in red, green, yellow or blue, olive drab or khaki. Write for catalog and prices.



**Tucker Duck & Rubber Co.** FT. SMITH, ARK.

## ARE YOU MAKING FULL USE OF OUR READER SERVICE?

In the accompanying pages are the descriptions of scores of useful catalogs, helpful literature and sales aids. Check over the list of publications and informative bulletins available, note the numbers of the ones you need on the Handy Return Card and we will tell the manufacturer to send directly to you the information you want.

## SWISH-ERR

SELF PROPELLED

9 MODELS

Write for free folder on all SWISHER Power Mowers

Swisher Mower & Mach. Co.  
Warrensburg, Missouri

MODEST PRICE

more ACCO products

## AMERICAN CHAINS

for Farms, Homes, Industry and Transportation

for Steady Profits all year 'round—  
**Buy AMERICAN**  
**Display AMERICAN**  
in this sales-making Stand  
**Sell AMERICAN**

order from your AMERICAN CHAIN wholesaler

**American Chain Division**  
**AMERICAN CHAIN & CABLE**

York, Pennsylvania • Bridgeport 2, Connecticut

## MARSHALLTOWN TROWELS

MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA

PAGES MISSING IN NUMBERING ONLY



## The Multi-Purpose Step-On Receiver

Increase your sales volume without decreasing your profit margin. With the approval of Good Housekeepers and a model to meet every purpose, Sani-Can gives quality-minded buyers something to sell besides a price tag.



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**ADJUSTABLE CLAMP CO.**  
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SOLD THROUGH LEADING WHOLESALERS

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## SWISH-ERR

**SELF PROPELLED**

9 MODELS

Write for free folder on all SWISHER Power Mowers

**Swisher Mower & Mach. Co.**  
Warrensburg, Missouri

MODEST PRICE

more **ACCO** products

## AMERICAN CHAINS

for Farms, Homes, Industry and Transportation

for Steady Profits all year 'round—  
**Buy AMERICAN**  
**Display AMERICAN**  
in this sales-making Stand  
**Sell AMERICAN**

order from your **AMERICAN CHAIN** wholesaler

**American Chain Division**  
**AMERICAN CHAIN & CABLE**

York, Pennsylvania • Bridgeport 2, Connecticut

## MARSHALLTOWN TROWELS

**MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA**



# Southern Farm Equipment

Section of SOUTHERN HARDWARE, 806 Peachtree St., N. E. Atlanta, Ga.

FEBRUARY  
1957

Volume Sagging?  
Promote Parts!  
Pg. 100

first in the field,  
**"EMPIRE"**  
**PIONEERED**  
today's tillage tools!



"EMPIRE" products have grown with America! Since 1840 our name has been a "buy word" with discriminating farmers.

ISOTHERMAL SALT BATH heat treated "EMPIRE" ground engaging tools are unsurpassed in performance — unequalled in stamina. They draw light, scour freely and run true extra long under all soil conditions.

Always sell "EMPIRE", the line of ready trade acceptance for 117 years.



HEAT TREATED  
FOR TOUGHNESS  
TEMPERED  
FOR PERFORMANCE

THE **EMPIRE** PLOW COMPANY

"Specialists in Tillage Tools Since 1840"

CLEVELAND 27, OHIO

1840

1957

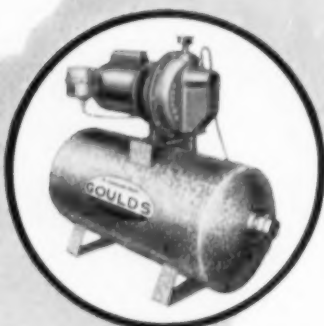
**JET YOUR SALES**

**UP!**



**— with the best jets yet**

## **GOULDS all-new JET LINE**



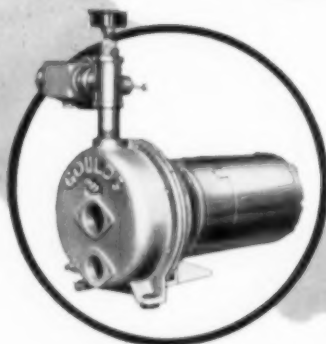
### **NEW GOULDS SHALLOW-FLOW**

This completely "packaged" shallow well jet system gives famous Goulds quality and long-life features at sales-clinching low cost!  $\frac{1}{4}$  and  $\frac{1}{2}$  H.P. sizes on 12 or 30 gal. tanks — capacities to 1050 G.P.H. Easy to install — just two simple pipe connections.



### **NEW GOULDS PRIME-FLOW**

Designed especially for deep wells where pumping levels do not exceed 90 feet. Compact, self-priming—only one moving part.  $\frac{1}{4}$  and  $\frac{1}{2}$  H.P. sizes—capacities to 890 G.P.H. Complete unit, ready to install, mounted on 12 or 30 gal. tanks.



### **NEW GOULDS JET-O-MATIC**

Absolutely the finest in convertible jet systems! Completely packaged for fast installation as a shallow or deep well system, yet easily converted. Ideal for wells where water level drops. In 5 sizes — up to  $1\frac{1}{2}$  H.P. — capacities to 1570 G.P.H. Has all famous Jet-O-Matic advantages—at a new low price!

From the makers of the sales-proven Balanced-Flow — comes another great sales leader — this all-new Goulds jet pump line! Now Goulds engineers have built a more compact, more efficient jet without sacrificing Goulds trusted quality. Now we bring you the industry's most dependable, most wanted pumps at new low prices!

### **Call your Goulds Distributor**

for full details — and ask about the Goulds Plan to help you **Sell More Pumps** in '57! Have him show you the new Goulds Profit-Maker Display that's designed to pull more customers into your store — help you sell more! This, plus Goulds hard-hitting national advertising, is guaranteed to be the greatest One-Two sales punch the industry has ever seen! See your Goulds Distributor today — or write . . .

**GOULDS PUMPS INC.**

Dept. SH-257, Seneca Falls, N.Y.



## **GOULDS PUMPS**

**for every farm and home need**

► **Farm Income**

Farmers' cash receipts from marketings in the 11 months of the past year were 27.3 billion dollars, up 3% from the previous year. Receipts from livestock and products accounted for 14.9 billion dollars, a 2% gain. Crop receipts in the 11-month period were about 12.4 billion dollars, 4% above 1955.

► **New Models**

Virtually all manufacturers are busily showing dealers new line, models, and products. Emphasis on improved machinery is aimed at attracting the farmer back into the market for new equipment. Favorable prices, output, and soil bank payments probably will stimulate demand.

► **Commodity Highlights**

Output of crops in '56 equals 1955's record total but harvested acreage of 59 crops declined to 319 million acres, smallest since the drought disaster year of 1936 and nearly 14 million acres below the '55 total . . . Auction prices for burley tobacco through December 14 averaged a record 63.3 cents per pound . . . corn acreage allotments for the 1957 commercial area total 27.3 million acres, and the national average price support of \$1.36 will be available to producers who comply with their 1957 allotments . . . Prospective production of 15 fresh vegetables for winter harvest is down 10 percent from a year earlier . . . prices should average a bit higher than a year ago.

► **Farm Employment**

The 7,392,000 persons at work on farms late in November were about 2 million less than a month earlier. Farm wage rates average higher than a year ago. Composite rate per hour October 1 was about 74 cents compared with 70 cents a year earlier.

► **Cotton**

Mill consumption of cotton during the 1956-57 marketing season is estimated at about 15.5 million bales, well above the 11.4 million bales in the preceding season. Exports for the year probably will be the largest of any season since 1933-34 when 7.5 million bales were exported. This year's estimated export total: 6.5 million bales.

► **Prices Paid**

As the new year opened prices paid by farmers averaged about 4% above the previous year and only slightly below the all-time peak reached in May, 1952. A small rise in production costs resulted from increased prices of feed and motor supplies.

# Volume Sagging? Promote Parts!

By C. Thomas



**W**HEN SALES of new equipment are slow—a malady all too familiar to dealers throughout the country—some look to the service department to maintain volume while others emphasize their parts department.

George Holmack, owner of Frontier Implement Co. in El Paso, Texas is one of those dealers who look to the parts department to take up the slack. He takes a dim view of customer labor, to say the least.

"There is a lot of studied thinking in this business," he says, "that customer service work will cure the dealers' ills. With that I most heartily disagree. Sure, I could fill my shop with customers' work.



Ken Black, territory supervisor, hands company parts manager bonus check for exceeding sales quota. George Holmack, owner of the business, left, looks on. Below, center: Parts inventory has been increased to \$50,000 and sales are 25% ahead for the year. Below, left: When equipment is reconditioned customers are charged full list price for parts. Here, Holmack determines cost of new parts required in overhauling this hay baler.

But I have no immediate use for uncollectable accounts—not to the extent some dealers apparently do. I can't see any advantage in writing off some 50% of this un-negotiable type of business."

When sales of new equipment began to slow down Holmack gave immediate thought to building up his parts volume. At the same time he reduced overhead by cutting his shop force in half, reducing the number of employees from six to three.

"This cut the overhead more than \$850 per month," Holmack explained. Because the three remaining mechanics would have to

work a little harder he upped their salaries. Meanwhile, he instituted other economies as he was able.

Being no newcomer to the business, Holmack, four years ago, foresaw what was coming. He knew that drought conditions plus declining farm prices would have their effect on farm equipment sales. He realized further that more and more farmers would begin to repair old equipment for a few more years of service.

Accordingly, he began building up his parts inventory and adding a few essential accessories. His  
(Continued on page 113)





Service shop is this company's primary source of prospects for sales of new equipment. Here, Shop Foreman L. C. Loveless checks with a mechanic



Parts department accounts for annual volume of \$50,000. H. L. Cannon, parts manager, delivers part to a customer as bookkeeper writes ticket

## Sell 'Em in the Shop

**W**HEN JAMES Tarkington bought his farm equipment business two years ago some of his well-wishers thought he was tying his kite to a rather precarious future. His location was by no means in a booming agricultural area, and the sales of the previous owners were, to say the least, rather negligible. But to the surprise of many who were watching him he sold in 1955 24 new tractors, about 15 used ones, \$51,000 worth of parts, 16 new trucks, several corn pickers, balers, and field harvesters, and added substantial profits through several important side-lines.

"Considering the potential of his trade area, he is one of my top sellers," the International Harvester district manager said.

Centerville, Tenn., where the Tarkington Implement Co. is located isn't surrounded with many land owners who get their take-home pay from farming. There's the usual amount of land in Hickman County, to be sure, but over two-thirds of it is timber or otherwise not adapted to agriculture.

**By Ross L. Holman**

Even at that, Tarkington has produced more implement sales from the area than it might have been reasonable to expect.

"I don't spend much time canvassing my territory," he says. "I do have to go out and appraise a lot of trade-ins, and my mechanics do some field service, but I initiate practically all my sales through my shop and parts department. My shop is equipped with practically every machine tool and all the repair equipment that the service needs of my area demand.

### **Knows Farmers**

I know practically every farmer around here. I know the kind and condition of his machines. Regardless of the implement brand he uses I am prepared to service it. My facilities bring so many of them in I don't have to hunt them up. I can initiate and close out more sales here than I have time to follow up."

In his trade area, he has better facilities to service his customers than practically any other dealer within reach. Consequently, customers come in.

In his shop are five efficient mechanics supervised by Foreman L. C. Loveless. Among the tools that Loveless uses to aid and abet his work are: testing equipment for magnetos; testing equipment for starters and generators; hand seater for valve heads; a variety of hand tools; drill press; steam jenny for cleaning motors, tractors and other equipment; electric and acetylene welders; all-purpose brake machine for cars and trucks; air compressor; heavy duty grinders; paint gun; spark plug cleaners; three chain hoists and other tools. Outside is a loading dock which makes it easy for any inbound or outbound machine to load or unload. There is also a wrecker that can bring in any car, truck, or tractor regardless of condition.

The shop readiness to take on all comers in both implements and trucks naturally brings in a lot of both. It is through this service that



Company Owner James Tarkington, right, demonstrates power saw for a customer. This line accounts for a monthly volume of more than \$2,000.

Tarkington and his regular salesman get to talk sales of machines and parts.

"One advantage I have," he explained, "is that our latest model tractors have a different kind of fast hitch from the older models. A new model tractor doesn't hook up well to the older model plows, cultivators and other field tools. Consequently, when I close out a sale to a customer, I nearly always sell a new plow and cultivator with it. It rarely ever fails.

"By the same token I usually take in a plow and cultivator with the trade-in. That, in turn, makes it easier to resell the trade-ins. In fact, you would be surprised to see how much easier it is any time to sell a used tractor when you can throw in 2 or 3 cultivating tools with it.

#### Thoroughly Equipped

"Our shop is equipped to thoroughly recondition and paint them all up like new. We put a large enough price on the used tractor to include the throw-in machines and we come out better on all old implements than many dealers."

Tarkington has a 75- by 105-foot building with parking space on all four sides. That's another inducement that woos repeat customers to his door, to say nothing of a two-acre lot surrounding the building. The shop is spacious with enough room for the mechanics to work without treading on one another's toes or kicking somebody's monkey wrench out of place.

By having sufficient shop facilities and the know-how to go with them, Tarkington can outbid less fortunate dealers on wrecked trucks, tractors and cars. "For example," he said, "I drove 40 miles a few days ago and bid \$50 more than the owner could get from nearby dealers on a wrecked tractor that had been hit by a truck. It wasn't in as bad a shape as it looked and I had the facilities to fix it up like new at reasonable shop cost. I sold the owner a new tractor and cultivator and I will sell the reconditioned wreck at a nice profit."

In fact, by having his shop well-equipped he made money on nearly all trade-ins during the past year.

Tarkington has one profitable sideline not yet mentioned. Since there is not much rich farm land in Hickman County he decided he had just as well make the best of some of the timbered land. So he has been selling \$2,000 worth of power saws a month. "I get a nice profit on these saws," he says. "We have a large industry here that buys cordwood which is processed into wood alcohol, charcoal and other products. I knew that the land owners who sold this cordwood had to have saws, so I capitalized on the opportunity. I sell them for a third down and with the balance payable in 6 months.

"These saws are occasionally damaged so my shop gets some profitable servicing on them. I

keep all the essential parts for them the same as I do for my regular implement line. I lost money on a few that the owners broke up by careless handling. They would bring them into my shop, get them rebuilt, then pay out the purchase cost and leave me with a repair bill I couldn't collect. However, I soon learned my lesson. If I know the owner isn't a good risk I hold the saw until the repair bill is paid. The rebuilt saw is still good for the balance on the unpaid purchase cost.

"One beauty about these saws is that I can always sell them at full list price without cutting the profit at all. I get a few trade-ins and I usually sell them at a profit too."

Tarkington keeps a meticulous set of books and says it is far more important to invest in good book-keeping facilities than in any other phase of the business. He realizes how easy it is to operate in the red by not knowing where his money is going. He can call on Bookkeeper Phyllis James any time for information on the movement of any important item to date and learn how it rates in volume, profit or loss, if any. For example, his books show that his sales of parts in 1955 amounted to \$51,330 and returned a net profit of a fraction over \$6,000. His sales of farm equipment amounted to \$90,813.57 and netted a 10% profit. His sale of new power saws, as already indicated, average \$2,000 a month.

#### Reserve Fund

These figures do not cover the sale of used cars or shop service. He says he doesn't quite break even on service work as such, but it is the basis for nearly all his sales of equipment.

In connection with his accounting system Tarkington pursues one important practice that creates confidence with his bankers and helps keep him on the sunny side of solvency.

"Whenever I sell a tractor or other implement on terms," he explained, "I put 5% of the face value of the note in a reserve fund to be used in case of loss. It has been built up to \$3,600 and is growing by the month. I have a separate reserve fund for my used car sales which now totals \$2,600. These two funds will always be a cushion against loss on repossession or, if not needed there, against misfortune of any kind. I've drawn on the funds only once and I put

(Continued on page 117)

# This exclusive NEW lever gives IH dealers... NEW SALES POWER!



Now, traction that grows with the load . . . stays with the load. Simply set this traction control lever in the notch that matches soil conditions and the implement being used . . . the correct amount of weight is constantly transferred for efficient traction and greater pull-power. New exclusive Fast-Hitch with Traction-Control—a simple, mechanical linkage—continuously transfers weight to the tractor's rear wheels to beat

slippage . . . use full tractor power.

**Mechanical Traction-Control Fast-Hitch** is smooth and constant . . . does not divert engine power just when most needed for pull-power . . . maintains a more uniform operating depth.

**Pilot Guide** tells whether the right amount of weight is being transferred for needed traction and pull-power . . . also furnishes a *look-ahead* guide to check operating depth.

Add Fast-Hitch with Traction-Control and Pilot Guide to the stepped up power of New Farmall® and International® tractors . . . plus proven demand for TA, completely independent pto, Hydra-Touch®, and power steering—every IH dealer in 1957 can cash in on the sales advantages of power put to better use than ever before in tractor history.



## INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment, Farmall and International Tractors . . . Motor Trucks . . . Crawler and Utility Tractors and Power Units—General Office, Chicago 1, Illinois.



Row crop models offer three optional front wheel arrangements: four wheel, left; dual front wheel tricycle, center; and single front wheel tricycle

## Ford Tractors for '57

FOR THE FIRST time in Ford Motor Company's 40-year history of tractor production, liquified petroleum (LP) gas engines are being made available as factory installed optional equipment on all 11 tractor models.

In making this announcement, Irving A. Duffy, Ford vice-president and general manager of the Tractor and Implement Division,

said that the growth in demand for LP gas tractors has been very rapid and extensive. In the next five years, he predicted, the industry will double its percentage of factory-built LP gas tractors. The low operating and maintenance costs of such units are the main reasons for their growing popularity, Duffy added.

The new engines became avail-

able January 24, when the 1957 line of Ford tractors went on display in dealer showrooms throughout the United States.

The LP gas system used by Ford is of the liquid withdrawal type for either propane or butane-propane fuel. The distinctively styled LP gas tractors have the fuel tank built into the tractor hood over the engine. Hooded controls are conveniently located at the rear of the 19.2-gallon tank to permit the operator to make all adjustments from the tractor seat. The system's compact design allows the operator full visibility forward and down and does not interfere with the mounting of Ford implements on the tractor.

Three optional front wheel arrangements for its "row crop" tractors also are being introduced by Ford at this time. Available for the first time are a single front wheel tricycle employing a unique "C" axle support, and an adjustable front axle for four-wheel operation. A dual-front wheel tricycle is the third option. All row-crop models have high clearance rear axles and are designed for use with front mounted cultivators and planters. Power steering is standard equipment.

These row crop tractor front end options give the farmer greater



Shown above is a new 40 drawbar horsepower Model 960 row crop tractor, equipped with factory-installed liquified petroleum gas engine



latitude in his selection of equipment for specific operations. For narrow spaced crops and for most irrigated row crops, the single-front wheel tricycle has been designed. The adjustable front axle, permitting spacing of wheels from 52 to 76 inches apart, offers the four-wheel stability and flotation often desired for plowing, seed-bed preparation and heavy harvesting operations. The dual-front wheel tricycle option affords proper crop clearance for working and harvesting normal-spaced row crops.

The 11 Ford tractor models are offered in two basic power series: six models develop approximately 29 drawbar horsepower for "two-three plow" performance; five "three-four plow" tractor models develop approximately 40 drawbar horsepower. Ford produces three low-cost special utility models, five all-purpose four-wheel models, and three row crop models.

The all-purpose and row-crop models are equipped with ASAE-standard power take-off and swinging drawbar, built-in hydraulic system and three-point implement linkage with implement position and draft control, headlights and taillight, and Ford's five-instruments-in-one "Proof Meter."

All 11 models are equipped with full-flow oil filter; weatherproof, keylocked ignition system with safety starter switch; four- or five-speed constant-mesh transmission; fenders; safety step plates; and recirculating ball nut steering.

Power adjusted rear wheels are standard equipment on two row crop models and are available as an extra-cost option on the other row crop model, and on all-purpose and special utility models.

## Ford Opens Southern Sales Training Center

FORD MOTOR Co., Birmingham, Mich., recently announced the establishment of a southern training center for tractors and farm machinery sales and service.

A 350-acre general purpose farm, located in Dooly County, Ga., 57 miles south of Macon, has been leased for three years from Leonard B. Richardson of Atlanta by Ford's Tractor and Implement Division, to train division and distributor personnel.

E. H. Woods, general sales manager of the division, said the farm represents a continuing expansion of sales training facilities to match



Row crop model above is equipped with wide adjustable front axle. Ford makes available three row crop models in two power series

the expansion of the Ford tractor and implement line. He said the location was selected for its mild climate and fertile soil which will permit training activities to be conducted on a variety of crops throughout the year.

The southern training facility will be operated by personnel from the division's sales training department, which also conducts

training operations at a 507-acre farm near Clarkston, Mich.

Four buildings—a 50 x 120 foot administration and classroom building, a service shop, and two equipment storage buildings—were to be erected by mid-January 1957, when training operations were scheduled to begin. Up to 30 trainees at a time are to participate in the sessions.

### 1957 FORD TRACTOR MODELS AND OPTIONS GASOLINE OR LP ENGINES

#### SPECIAL UTILITY MODELS—Four-wheel, for Farm and Industrial Use

- Model 620: 134 cu. in. engine, 4-speed transmission
- Model 630: 134 cu. in. engine, 4-speed transmission, built-in hydraulic system and 3-point hitch
- Model 820: 172 cu. in. engine, 5-speed transmission
- Note: Power Take-Off, power adjusted rear wheels available at extra cost.

#### ALL PURPOSE MODELS—Four-wheel, for Farm and Industrial Use (Built-in hydraulic system and 3-point hitch, ASAE PTO, swinging drawbar, headlights and taillight, "Proof Meter" standard equipment)

- Model 640: 134 cu. in. engine, 4-speed transmission
- Model 650: 134 cu. in. engine, 5-speed transmission
- Model 660: 134 cu. in. engine, 5-speed transmission, live PTO
- Model 850: 172 cu. in. engine, 5-speed transmission, Rest-O-Ride seat
- Model 860: 172 cu. in. engine, 5-speed transmission, live PTO, Rest-O-Ride seat
- Note: Power adjusted rear wheels available at extra cost

#### ROW CROP MODELS—Tricycle and Four-Wheel, for Farm Use

- (Built-in hydraulic system and 3-point hitch, ASAE PTO, swinging drawbar, headlights and taillight, "Proof Meter," Rest-O-Ride seat, power steering, high clearance rear axle, standard equipment)
- Model 740: 134 cu. in. engine, 4-speed transmission
- Model 950: 172 cu. in. engine, 5-speed transmission, power adjusted rear wheels
- Model 960: 172 cu. in. engine, 5-speed transmission, power adjusted rear wheels, live PTO
- Note: Front end options include: single wheel or dual wheel tricycle, or wide adjustable four-wheel. Power adjusted rear wheels available for Model 740 at extra cost.

# The Sales Outlook for 1957

**International Harvester's John L. McCaffrey foresees better days ahead for the industry**

*During the year just past John L. McCaffrey, International Harvester's chairman of the board, and others within the industry saw farm equipment sales decline in the face of earlier predictions that 1956 would be a good year. In Mr. McCaffrey's view three factors were responsible: severe drought in several sections of the nation, the low level of farm commodity prices, and pre-campaign political activity which stressed the severe plight of the farmer. Mr. McCaffrey expects better things in 1957. Following are excerpts from his recent comments on the industry's outlook.*

**A**S WE ENTER our 1957 fiscal year, however, there are already signs of better days ahead for our industry in the domestic field. In fact, these signs seem strong enough for me to predict that at International Harvester we can expect about a 15% increase in our domestic farm equipment business in 1957 over that experienced in 1956. We anticipate a relatively slow first quarter, however, as the effects of the drought and the post-election adjustment carry over into this period.

The outlook for our business abroad is less certain. The tensions created by the situation in the Middle East, by the uprisings in the satellite countries of eastern Europe and the effect they will likely have upon the economies of western European countries, naturally surround our 1957 foreign business with uncertainty. We simply must watch and wait and adjust our business abroad depending upon future events.

Turning back to the domestic scene, the reasons for my optimism are these:

First, during the latter months of 1956, the general level of farm commodity prices became stronger. Although slight, this increase indicates a trend which economists and others feel will continue upward during 1957. Factors such as the rising population of our country and of the world and the general level of prosperity now being experienced by most segments of our economy form the basis for the further strengthening of farm commodity prices and farm income during the coming year. Obviously, such a trend, long-awaited by the farmers of our country, should be most heartening to them and, also, to all people in the farm equipment industry.

Second, some moisture has fallen on the parched lands in most of the drought area in recent weeks. Although far from sufficient, the moisture recently received there may well be the beginning of the drought's end. Most certainly, it has brought some encouragement and a restoration of faith to the many thousands of farmers of this stricken area, many of whom have not received adequate moisture for five and even seven consecutive years.

#### **Other Reasons**

Third, a marked improvement in the general attitude of the American farmer has taken place since the completion of the national election. Historically, national elections have always had some adverse effect on the farm equipment industry. This was particularly true in 1956.

Fourth, all farm equipment manufacturers will, I am sure, introduce new and better products during 1957, all designed to bring more labor saving, more economy, and more profit to the farmer be-



**John L. McCaffrey**

cause of their increased efficiency and work capacity. At Harvester, for example, we will introduce, among other things, a new line of farm tractors and a tractor hitch featuring a weight transfer application, early in 1957. The availability of new products, particularly farm equipment products which pay for themselves in use, is always a stimulant to sales.

Fifth, with the exception of those farmers who have experienced the ravages of drought and other misfortunes in recent years, the American farmer is in generally good financial condition. His balance sheet proves that. The Department of Agriculture estimates that in 1956 farm assets totaled \$170.1 billion while farm debts were only 18.8 billion, a ratio of 9 to 1. Today, farm indebtedness is only about 11% of farm assets. In 1930 it was 21%. So most farmers have either the cash or credit with which to buy farm equipment.

Sixth, during the past year, particularly in the last quarter of the year, inventories of finished machines in the hands of both manufacturers and dealers were reduced substantially. Such a reduction

*(Continued on page 121)*



Double-discing 125 acres is an easy day's work for the heavy-duty John Deere FW 21-foot Disc Harrow shown above. Designed for big farm operation, it's equipped with rugged Ingersoll discs that chop through tough cornstalks, tangled cover crops or hard-packed soil to save precious hours for the busy farmer.

Ingersoll discs are built tough to do a better job and take brutal day-in, day-out punishment. They're made of TEM-CROSS® steel—a special, springy tillage steel that's cross-rolled to resist splitting and curling. They're heat treated to prevent warping, withstand abrasion and keep a sharp edge longer.

The outstanding quality of Ingersoll discs has been proved on practically every farm in the country. That's why John Deere—and every other leading implement manufacturer—uses Ingersoll discs . . . they match the performance built into today's efficient farm machinery.

When you need replacement discs—always specify Ingersoll. You can order them direct from your implement manufacturer. Do it for sure . . . it's good business.



**Ingersoll**  
*Heat Treated*  
**Discs**

*Ingersoll DURA-NOTCH® discs  
on a John Deere-Killefer HD Series  
Offset Disc Harrow*



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SPECIALISTS IN TILLAGE STEELS • WORLD'S LARGEST MANUFACTURER OF DISCS



### MM 335 Tractor Features "Ten Speeds Forward"

ANOTHER new tractor in the Powerline series, the MM 335 Utility Model, has been added to the fleet of farm tractors being manufactured by Minneapolis-Moline Co., Minneapolis, Minn., according to Henry S. Reddig, senior vice-president of the firm.

With 10 forward and two reverse speeds with MM exclusive Ampli-Torc, power steering, and hydraulic 3-point hitch control of implements, the MM 335 is a general purpose tractor. The 335 has an estimated 35 belt horsepower and 30 drawbar horsepower.

#### Features

The MM heavy-duty engine with 165 cu. in. displacement has a compression ratio of 7.3 to 1, high-turbulence combustion chamber, high torque and a single-unit crankcase. The differential, brake, and rear axle housings are cast as one rigid unit for perfect alignment of shafts and gears, the manufacturers state.

The over-all design of the tractor is said to provide a maximum view of the work area for the driver of the tractor.

The MM 335 has live-action hydraulic system with standard 3-point hitch and an MM Ampli-Trac traction balancer to provide extra traction when needed. Front and rear wheel treads can be adjusted from 48 to 76 inches. The rear wheels can be adjusted by tractor power. The MM 335 has independent live power take-off, and auxiliary front power take-off for side mounted machines.

The non-glare instrument panel has tachometer, speedometer, ammeter, oil pressure gauge, electrical fuel gauge, water temperature gauge, combination light and ignition switch, and a cigarette lighter.

The 335 Utility tractor in addition to its general farm uses, also handles dozens of tools made by allied equipment manufacturers, such as farm loaders, scrapers, sprayers, rear blades and scoops, ditchers, trenchers, post-hole diggers, post drivers, and rotary mowers.

### New IH Planter Features High-Speed Performance

A NEW HIGH-SPEED four-row planter, the McCormick No. 450, was announced recently by International Harvester, Chicago, Ill. The planter is a trail-behind type, and can be used with any tractor. Special boot valves are said to enable high-speed performance,

and according to IH, the planter has been tested satisfactorily at speeds up to seven mph.

The planter has individual ground units that maintain selected planting depth, with each unit being controlled by its own press wheel. Special plastic windows in the  $\frac{1}{2}$ -bushel seed hoppers show the operator when the supply is low. Also, the McCormick plastic hopper is available for the fertilizer unit.

Row spacing can be varied from 28 to 42 inches by loosening U-bolts and repositioning units to the desired row width. Hill spacings can be made to range from  $9\frac{3}{4}$  to  $39\frac{1}{4}$  inches with two-kernal hills. Spacings for three- and four-kernal hills may range from  $19\frac{3}{4}$  to  $39\frac{1}{4}$  inches. Drill spacings may range from five to  $19\frac{3}{4}$  inches. There are 12 possible planting rates for check-row operation.

Standard ground equipment includes runner-type openers and steel press wheels, which can be equipped with zero pressure tires. Disk furrow opening units can be used to open a furrow ahead of the runner. Double-disk openers are available for use in hard, rocky soils. Covering blades or disk coverers may be used for very shallow planting or in sticky soil.

### C. I. Wilson, Ariens Sales Manager, Dies

CLARKE I. WILSON, sales manager, Ariens Co., Brillion, Wis., died suddenly December 22, 1956 in an Appleton, Wis., hospital. Funeral services were held December 24 with interment in Highland Memorial Cemetery, Appleton. He is survived by his wife, Helen, a stepdaughter, two brothers, and a sister.

Wilson was born December 13, 1895 in Gentry, Ark.







Farmall tractors for '57 are, left to right: Farmall Cub, 130, 230, 350, and 450

# IH Co.'s 1957 Tractor Line

A NEW 1957 line of 10 farm and industrial wheel tractors was announced recently by International Harvester Co. The tractors are identified by a new, two-tone red and white color, new model designations, new features, and increased horsepower in most models.

Farm tractors in the new line are the one-plow Farmall Cub, the one and two-plow Farmall 130, the Farmall 230 in the two-plow class, the Farmall 350 and International 350 Utility in the three-plow field, the Farmall 450 and International W-450 in the four or five-plow size and the International 650 in the five and six-plow size.

The new tractors are designed for greater utilization of engine power to increase operating efficiency. There's increased horsepower, more precision control of hydraulically operated implements, power adjusted rear wheels, and the new and revolutionary

Fast-Hitch with Traction-Control.

The new Traction-Control Fast-Hitch, for use with Farmalls 230, 350, and 450, and the 350 Utility tractors, continuously and automatically matches traction to the load. As the load increases, an increased proportion of implement weight, soil weight and resistance, and tractor front-end weight is concentrated on the rear wheels through this new IH feature. The new traction control is entirely mechanical and operates independent of the tractor's hydraulic system. Thus, weight is transferred without robbing the tractor of power at a time when it is needed most.

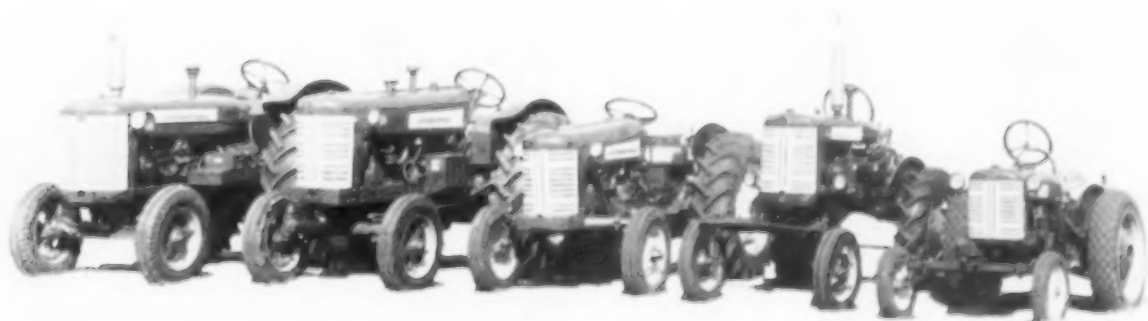
The proportion of weight transferred to the rear wheels can be increased or decreased through a single lever, easily controlled by the operator from the tractor seat. For instance, Traction-Control on Farmall tractors may be positioned in any one of three settings to

transfer from more than 12 to almost 35 percent of combined implement, soil, and front-end weight to tractor rear wheels. In any setting, the amount of weight transferred increases in direct proportion to the draft load, thus automatically increasing traction continuously as it is needed. Similarly, as the draft load decreases, the weight transferred automatically decreases.

A dual indicator called a "Pilot-Guide" for the Traction-Control has two gauges. One tells the operator at a glance if the weight being transferred is correct for implement and field conditions. The other shows the relative working depth of the implement which is controlled by the two-way hydraulic cylinder used to raise or lower the implement.

The new Fast-Hitch with Traction-Control results in higher operating efficiency by matching

*(Continued on page 124)*



New industrial wheel tractors include, from left: International 650, W-450, 350 Utility, International 130, and the Cub Lo-Boy

# DON'T LOSE SALES BY NOT HAVING EXACTLY THE RIGHT WATER SYSTEM!

## There's a DEMPSTER JETMASTER to Answer Any Water Problem

It's easy to sell that customer when you can show him a water system that *exactly* meets his needs. Every well is different — every farm or home has different requirements as to pressure, quality, and cost.

That's where the wide-range Dempster Jetmaster line is your answer — for a top-quality water system that can do the job at lowest cost, because it can be selected for the exact needs.



**DUAL-JETMASTER** for that extra depth, pressure or capacity (or combination of all three) that a single stage pump can't provide... yet without the cost of a multi-stage pump. In dual and parallel pipe systems, with top quality  $\frac{3}{4}$  HP motor.



**JETMASTER**—the most efficient and rugged single-stage ejector type pump made. In shallow or deep well models. Ample pressure and desired flow per hour by selecting right horsepower motor.



**MULTI-STAGE JETMASTER** — for maximum depth, pressure, flow. In two or three stage models, with choice of motor horsepower to meet any demand.

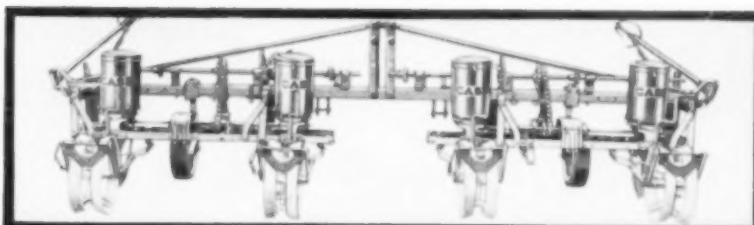


**CONVERT-O-JETMASTER** where price and well depth are factors. Converts quickly from shallow to deep well operation without cost of a new pump. So compact it will fit under kitchen sink. Thrifty  $\frac{1}{3}$  or powerful  $\frac{1}{2}$  HP motors.

All Jetmaster systems are backed by Dempster's  
78 Years of Water System Experience



**DEMPSTER MILL MFG. CO.**  
Beatrice, Nebraska



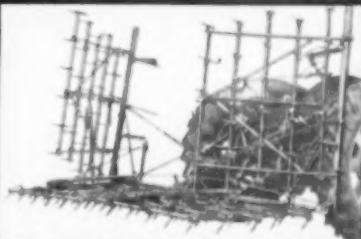
400 Series corn planters—check-row, drill, hill-drill



Eagle-Hitch pivot-action plows—2, 3, and 4-bottom

NOW! The Sky is the Limit for **CASE** Dealers!!!  
 On Top of a Great New Line of 38 Tractors they can offer  
**200 Time-Saving Tractor Tools**  
**to Boost Spring Sales**

Offset disk harrows—  
4½-foot to 13½-foot



Eagle-Hitch spike-tooth harrows,  
3 types, 3 sizes; pull-type, too

Side-stroke hay  
rakes—3-point and  
drawbar

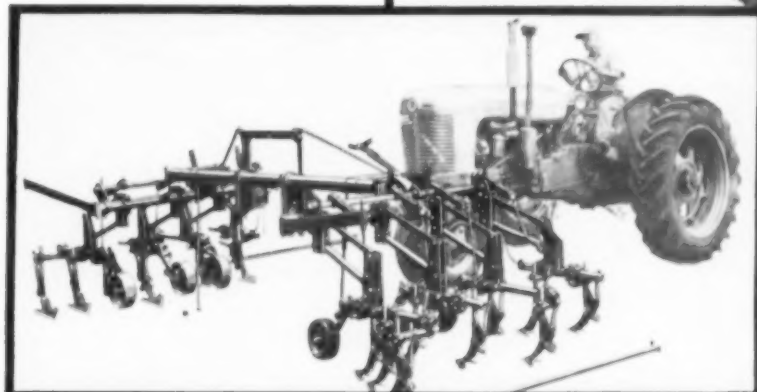


Drive-in cultivators  
for Case Tractors,  
2 and 4-row

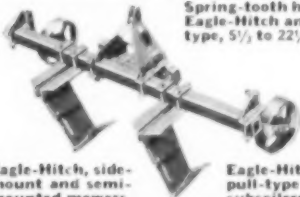
Eagle-Hitch reversible disk  
plows cut true on curves



Tool bars in several types  
for great variety of tools

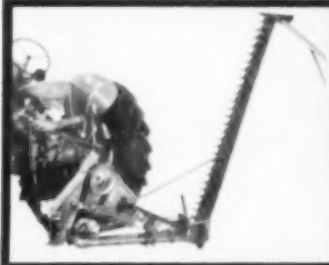
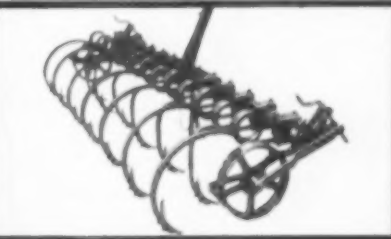
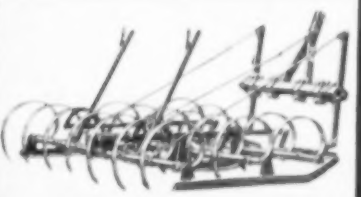


Spring-tooth harrows  
Eagle-Hitch and pull-  
type, 5½ to 22½ feet



Eagle-Hitch, side-  
mount and semi-  
mounted mowers

Eagle-Hitch and  
pull-type  
subsoilers



Besides the world's most modern line of 38 tractors with overlapping gear speeds . . . besides complete lines of major machines . . . Case dealers have hundreds of sales-coaxing implements. All the pull-type and many of the mounted implements are salable to owners of any make of tractor. Some, such as cultivators and mowers, swing tractor buyers to Case. As a Case dealer, your opportunity is as wide as your sales and service radius, as deep as the needs of your area. If you are looking for such an opportunity, write us. There may be a place for you in the Case dealer organization. J. I. Case Co., Racine, Wis.



### McCormick Disk Harrow Has Offset Features

THE MCCORMICK six-foot Fast-Hitch two-way disk harrow with offset features for International 300 and 350 Utility and Farmall 300 and 350 tractors is announced by International Harvester Co., 180 North Michigan Ave., Chicago 1, Ill.

The low, clean gang-frame, the offset design, and the Fast-Hitch coupling make the disk harrow especially suited for use with the International 300 Utility tractor as an orchard and vineyard cultivation unit, the manufacturer states. It can be raised, lowered, and leveled from the tractor seat.

#### Other Positions

In addition to the offset position, the new harrow may be set in straight-behind trailing position for open-field disking. The individual gangs may be adjusted independently to leave the ground level, or to throw soil to either side. The angle between gangs may be varied from 15 to 60 degrees. A pivot point between the harrow frame and the tractor drawbar allows the new disk harrow to follow the tractor as a trailing harrow, allowing full penetration of both gangs when working over uneven ground such as levees and borders.

A weight-transfer spring attachment, which transfers weight from the tractor to the harrow for deeper penetration and controls the down-pressure to reduce side-draft, is available. The company pointed out that the high trash clearance and clean frame design allow top performance even in heavy cover crops and orchard work.

The harrow may be purchased either with hard, white-iron bearings or with factory-lubricated and

sealed ball bearings which should not require relubrication during the life of the disk blades. Plain or notched blades, either 22 or 20 inch, are optional, and blade scrapers may be purchased as special equipment.

### Eversman Introduces New Land Leveler

THE EVERSMAN Manufacturing Co., Denver, Colo., makers of automatic land levelers and dirt movers, announces the new Model 329, a combination automatic land leveler, open bottom hydraulic scraper, and a complete tillage tool for seedbed preparation.

The 329 is 32 feet 6 inches long and 12 feet wide, weighs 2010 pounds, has 134 cubic yard dirt capacity and pulls with a three-plow tractor. The 329 is larger, heavier and stronger, yet the machine is simpler in construction, has fewer moving parts, and actually sells for a lower price than the former Eversman model of the same capacity, according to the company.

The machine utilizes two improvements in the Eversman crank axle. The main wheels have been moved farther ahead of the blade. As a result the blade lowers at an earlier point on the high spots and

starts to cut sooner. The action is to eliminate the long shallow ridges. The blade raises to dump earlier resulting in overfilling of low spots to allow for dirt settlement. In adverse, moist soil conditions the dirt can shed from the blade before the low spot is passed.

Also, the new crank axle design alters the relationship between the tension springs and the movement of the main wheels so that a much greater percentage of the weight of the leveler is transferred to the cutting edge and less weight remains on the main wheels during a cut. This permits the blade to make the maximum cut possible. When the wheels lift the blade to dump dirt in a low spot, the tension springs again accelerate the action to provide faster, quicker filling action.

Other new features are a screw adjustment on the front clevis which is designed to provide fast simple control of the amount of dirt carried in the blade. An automatic cylinder lock valve for the hydraulic system with a positive locking device is to keep the cutting blade in a fixed position so it will not drift or lower due to a faulty hydraulic system on the tractor. The blade vertical travel has been increased to a 13-inch clearance making it easier to stockpile or windrow dirt for building levees or dikes for border irrigation, ponds, etc., and for transporting.

The 329 has dolly wheels for use in moist, trashy, loose soil or a V assembly for dry, cloddy ground. The rear smoother blade is adjustable to all soil conditions and is equipped with a positive locking device so it will maintain its position. New bumper guards protect the main wheels and axles from breakage. The Eversman telescopes and moves on its own rubber tires from field to field behind a tractor or pickup truck.





## Promote Parts!

(Continued from page 100)

parts inventory for the period June, 1954 through July, 1955, averaged right at \$36,000. With this inventory, Holmack's parts volume amounted to \$50,000. For 1956, inventory in the parts department has averaged \$45,000, with sales 25% ahead of the same period a year ago.

Approximately 16% of this parts volume can be attributed to the rebuilding of trade-ins. Holmack has no great difficulty selling these reconditioned trade-ins since they carry an unconditional guarantee. In addition to the parts volume that such service work accounts for, the reconditioning of tractors is the primary means of keeping the three remaining mechanics busy.

This dealer does not solicit customer labor. Occasionally a farmer comes in for an estimate and Holmack gives the customer a rough estimate of the cost. But Holmack tries to avoid such situations.

"More often than not," he says, "I don't step into this trap—not if the farmer is using my equipment. The estimate almost always seems too high to the farmer and offends him immediately. It is an almost sure way to lose a customer or a prospective customer."

Usually Holmack will try to interest the customer in new parts. "If possible, let the farmer do his own repair work or take it somewhere else to be done. Frankly, I am afraid of these situations," Holmack said.

His attitude has been molded by the fact that other dealers who have subscribed to the idea that there is money to be made from shop work tell him that their charge offs are running as high as 50%. This is not hard for Holmack to understand for he has found that few banks are interested in taking on service paper.

Generally, he says that farmers are not inclined to pay from \$3.50 to \$4.00 an hour for shop labor. "And it is not altogether whether or not they can afford it. Manufacturers have made their equipment so easy to work on that many farmers can do much of this repair work satisfactorily."

What about complete overhauls?

"If a customer has bought either a new or reconditioned piece of equipment from us, has kept his payments up to date, and asks us to do a major overhaul, we will ac-

cept the job on one condition. The condition is that the customer will be charged the full list price for all parts used and that a labor charge of \$3.00 an hour will be made. It is further understood that we will take a lien on the equipment and that the paper will in turn be sold to a bank which will add interest to the unpaid balance."

This might seem to be a tough policy, but in Holmack's view a dealer is entitled to collect for service work performed.

"If a dealer is going to do a volume parts business, he must have a representative inventory.

He can't charge out his parts and labor and then hold up under the ensuing charge offs."

Sixty percent of the company's parts sales are for cash at the time of purchase, while 80% are for cash within a 3-day period. Last year the company's charge offs ran but .039% of total volume.

Holmack has worked out an arrangement with his parts manager that calls for the parts man to receive a bonus of \$100 for any month in which total parts sales exceed \$6,000. During the past fiscal year Holmack paid this bonus four times.

## SPRAYING SYSTEMS CO.

a proved and dependable source of supply



FOR

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### SPRAY NOZZLES

choice of over 400 interchangeable orifice tips for every

type of boom and portable spraying.



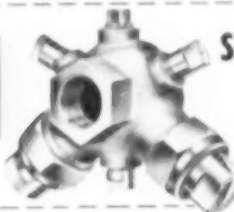
Patent No. 2,621,078

FOR

**BoomJet®**

### SPRAY NOZZLES

for broadcast spraying . . . spray up to 66 feet wide.



Patent No. 2,619,388

FOR

**GunJet®**

### SPRAY GUNS



and all related equipment

Pressure Relief Valves



spray selector TeeValves



Trigger TeeJet shut-off

valves



Strainers



Flow Regulators

Fittings



and Accessories

## to keep your customers satisfied!

**SPRAYING SYSTEMS CO.**

3277 RANDOLPH ST. • BELLWOOD, ILLINOIS

the world's leading designers and producers of farm spray nozzles

For complete information write for Catalog 30

RED JACKET'S **\$1,000 A**

*Introducing...*

THE NEW RED JACKET **CJ** LINE OF  
CONVERTIBLE SHALLOW AND DEEP WELL  
JET PUMPS AND WATER SYSTEMS

*and* .....

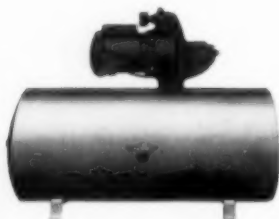
THE  
"CJ"  
LINE



1. Nothing extra to buy to convert "CJ" models from shallow to deep well.

2. 30 and 42-gallon tank systems can be installed either vertically or horizontally.

THE  
"SJ"  
LINE



COLORFUL, EYE-  
CATCHING TRAFFIC-  
STOPPING DISPLAY

All shipments of Models 33CJ-PT12 (1/3 H. P.) Water Systems as illustrated at left will include a compact, sturdy package display.

Write for colorful new "CJ" and "SJ" catalog.  
Form SH-37

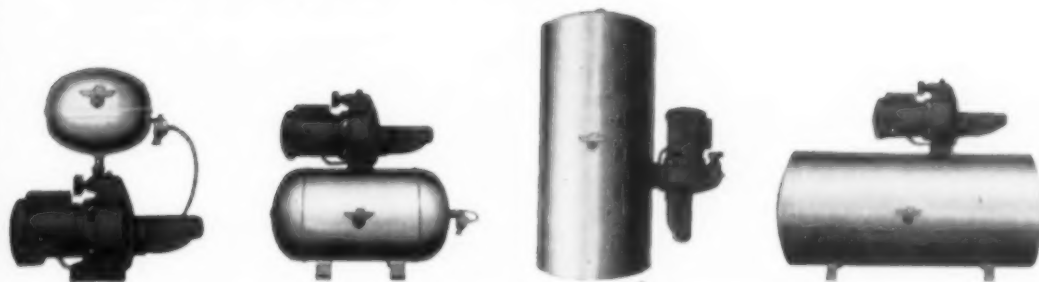
**RED JACKET**

# MONTH

## Sweepstakes

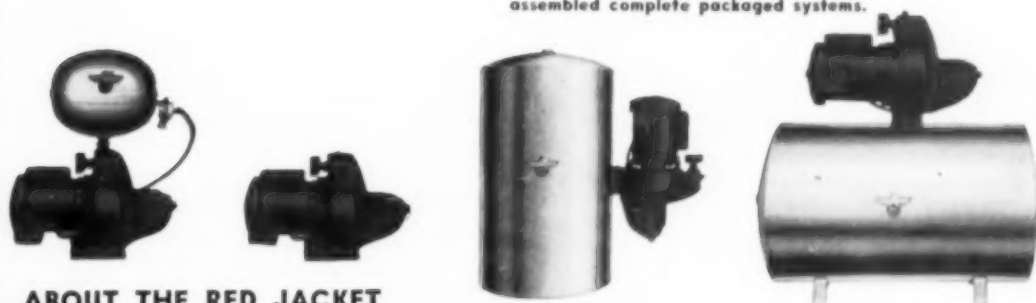


### THE NEW RED JACKET <sup>SJ</sup> LINE OF SHALLOW WELL JET PUMPS AND WATER SYSTEMS



3. Priced to meet all quality competition.

4. Available as pumping unit only and as 4, 12, 30 and 42-gallon factory-assembled complete packaged systems.



### ABOUT THE RED JACKET Sweepstakes

Nothing to buy, rhyme or think up — just fill in the entry blank. Each month for three months, starting in February, 1957, Red Jacket Manufacturing Company will give four cash prizes of \$250.00 each to the four lucky Red Jacket Dealers whose Sweepstakes entries are drawn. Winners' names will be published each month in trade journals. Names of February winners will appear in our April advertisements, March winners in May, and April winners in June. (Winners will also be notified promptly by mail.)

**MANUFACTURING CO., DAVENPORT, IOWA**

"The Choice That's Made Friends" — SINCE 1878

### Here's all you have to do:

1. Get an official entry blank from your jobber or your jobber salesman.
2. Fill in your name and address, your jobber's name and the name of the jobber salesman who calls on you.
3. Give it to your jobber salesman to mail for you, or mail it in yourself.
4. Only one entry will be accepted per dealer for any one month of the Sweepstakes. If you don't win in one month, try again the next month.
5. Drawings will be held each month by the L. W. Ramsey Advertising Agency, Davenport, Iowa. Winners will be notified promptly by mail.
6. This offer is limited to actual retail water systems dealers living within continental United States. Employees (and their families) of Red Jacket Mfg. Co. or their advertising agencies are ineligible.

Get Ready With





### New Idea Introduces Mounted Transplanter

A MOUNTED transplanter, No. 550, introduced by the New Idea Farm Equipment Co., Coldwater, Ohio, fits a number of tractor models and is said to be more maneuverable than a pull behind machine.

The transplanter uses the same principle as the New Idea pull type model. It follows the contour of the ground to assure even furrow depth and uniform sets. The new model handles all transplantable crops, including tobacco, vegetable, and tree seedling setting.

Completely adjustable pack wheels give a tight soil seal, the manufacturers state. Furrow depth is regulated by a depth control lever. The machine has rubber tired wheels equipped with traction tread tires. The left wheel operates a self cleaning water valve and can be adjusted to release the proper amount of water for various plant sets. One or two 55 gallon water tanks can be mounted on the tractor. Plants can be spaced at any desired distance from eight to 55 inches.

Exclusive hinged leg and foot rests automatically adjust to comfortable leg position, to insure individual comfort for both plant setters.

Optional features include a scraper or ridge knocker that controls the height of the ridge to assure even planting depth. Long marker bars are also available as an accessory, providing row spacing up to six feet.

### Battery Charger Line Introduced by ESS

A COMPLETE new line of battery chargers, 6-volt, 12-volt, and com-

bination models, has been announced by Electric Service Systems, Inc., 1330 Quincy St., N. E., Minneapolis, Minn., makers of the Fence-Rite line of electric fence controllers. All are equipped with automatic reset fuses.



Representative of the line is the Combination Model 6126 (shown). Housed in a heavy gauge steel cabinet, the Model 6126 is finished in maroon and tan colors. It is ventilated on three sides plus the base and comes with a carrying handle that folds flat. Dimensions are 7 $\frac{1}{4}$  x 7 $\frac{1}{4}$  x 6 inches.



Charging rate of the Model 6126 starts at 7 amps on a dead battery and tapers down to 3.5 amps as the battery becomes fully charged. The charger delivers up to 55 amp-hours overnight, the manufacturer states. A meter shows the charging rate, and an on-off toggle switch is located on the front panel.

The ESS line includes 10 models for every application, size, and price range. Amperage charging rate is from 4 to 50 amps. List prices range from \$9.30 up.

Illustrated literature is available upon request.

### John Deere Expands Unit Planters to Four Models

THE JOHN DEERE unit planter family recently has been expanded to four models—the 23-B, 23-C, 23-R, and 23-F.

The 23-B and 23-R unit planters attach to any 1 $\frac{3}{4}$  to 2 $\frac{1}{4}$ -inch square tool bar. Each unit planter is a one-row, self-contained drill-type planter. Multiple units can be used to increase planting capacity, with the only limiting factors being tool bar length and tractor power.

The 23-C and 23-F unit planters attach directly to cultivator frames. The 23-C is a two-row planter that attaches to the John Deere 4260 rear-mounted cultivator. The 23-F mounts on two-row, front-mounted cultivators for John Deere "420" Tricycle, "520", "620", and "720" tractors.

Fertilizer attachments are available for 23-B and 23-C unit planters. To plant and fertilize with a 23-R and 23-F, John Deere side-dressing attachments are used.

In the accompanying photograph, four 23-B unit planters are pictured in operation. Fertilizer attachments and rubber tires for the press wheels, as shown, are available as extra equipment.



## Schwieder to Head MM Research-Development

WESLEY E. Schwieder, manager of powerplant engineering, Packard Division, Studebaker-Packard Corp., Detroit, Mich., recently was appointed chief engineer for research and development of tractors and engines of Minneapolis-Moline, according to an announcement by



Wesley E. Schwieder

William E. Swenson, director of engineering of Minneapolis-Moline Co., Minneapolis, Minn.

Schwieder was graduated from the University of Minnesota in 1939. With a background of wide experience, he joined Packard Motor Car Co., now Studebaker-Packard Corp., in 1953.

## New Idea Sales Director Elevated to New Post

BLAIR WILLIAMS, director of sales, has been elevated to the newly created post of assistant general manager of New Idea Division, Avco Manufacturing Corp. His appointment was an-



Blair Williams

nounced by Curry W. Stoup, Avco vice-president and general manager of the Division.

Williams joined New Idea in his present capacity in January of 1955. He formerly was assistant sales manager of Massey-Harris-Ferguson Ltd., Toronto, Canada. Prior to that he served Ferguson as Canadian sales manager and eastern regional manager. His earlier experience includes sales and promotion work with dealers, distributors, and manufacturers of tractors and farm equipment. He is a native of Ohio and graduated from Miami University at Oxford.

## Sell 'Em in the Shop

(Continued from page 102)

that amount back.

"I got the idea of a reserve fund from a friend of mine whose business was saved from foreclosure because of it.

The books on his used car business are kept separately from those covering implements, trucks, etc. The automotive business is handled altogether by a partner with whom profits are split 50-50. The cars are reconditioned in the same shop that services farm machines.

# ELECTRIC

America's  
Leading Wagons  
and  
Wagon Boxes



The Standard for Comparison

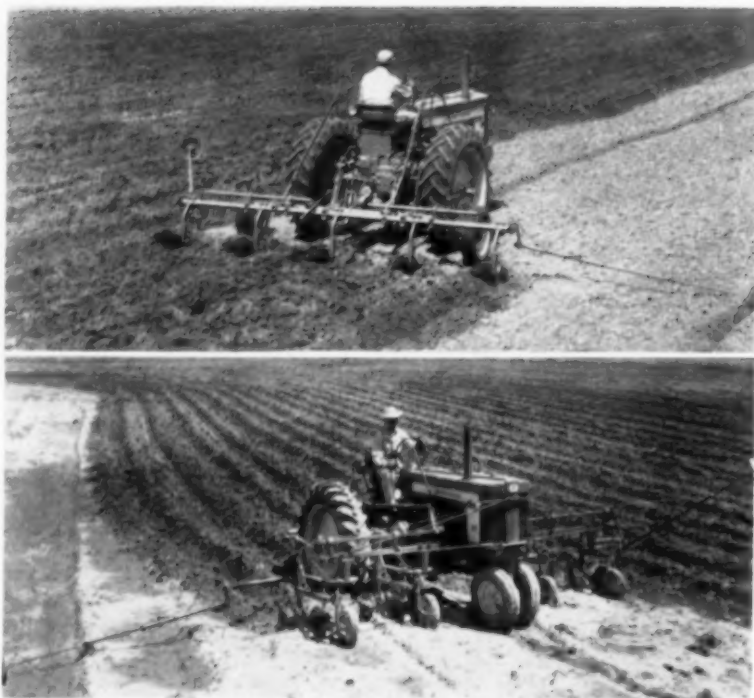
ELECTRIC WHEEL COMPANY • 2803 Cedar, Quincy, Illinois

## John Deere Announces New 5-Row Bedders

JOHN DEERE, of Moline, Ill., announces two new 5-row bedders: the No. 860 Series 5-row integral bedder and the No. 350 Series front-mounted.

The No. 860 Series (top photo) features double bars connected by clamps which permit interchange of working equipment through use of extra rear bars. Bars are available in 6-, 8-, 12½-, and 14-foot lengths. Optional equipment includes various bottoms and sweeps, planting and fertilizing attachments, disk gangs, double-coil-spring field cultivator teeth, knife cultivators, chisel attachments, and border-marking equipment.

The front-mounted No. 350 Series is available in 4-, 3-, and 2-row sizes, odd-row sizes having one rear bottom. Bottoms are independently gauged by cast wheels (semi-pneumatic, optional), and each front bottom has a mechanical load equalizer for easy steering in spotty fields. Hydraulic controls of new John Deere tractors permit delayed lift of the rear bottom for even headlands.



The John Deere 5-row integral bedder, No. 860 Series, shown in the top photo, features double bars connected by clamps to permit interchange of working equipment through use of extra rear bars. The 5-row front-mounted bedder, the John Deere No. 350 Series, below, is also available in 4-, 3-, and 2-row sizes.



## more farmers want Gehl *and Gehl's lower price closes more deals!*

Take a hard look at your chopper business. Check these two important competitive points about Gehl "Chop-All" Harvesters:

1. Farmers know Gehl makes the best chopper because Gehl has built a reputation as a specialist, and more farmers have bought Gehl than any other independent make.
2. Gehl "Chop-All" is lower in price than 8 other leading makes as proved by a recent survey. Isn't this the selling combination you've been looking for?

There are satisfied Gehl users living near every one of your prospects. These neighbors pre-sell Gehl's big capacity features . . . Gehl's lower price. Get the strongest name—get Gehl "Chop-All" and close more chopper deals!

**GEHL**  
*Chop-All*

### NEW SALES PLAN

Gehl now gives dealers a new co-operative advertising plan, and a brand new Forage Profit Plan to help get more customers started in chopping—with Gehl. Write today for details of these plans. Clip and mail this coupon.

Gehl Bros. Mfg. Co., West Bend, Wis., U. S. A.

Gehl Bros. Mfg. Co.,  
Dept. MB-672, West Bend, Wis.  
Send me details of Gehl's Forage  
Profit Plan. . . . . ☐

Send a copy of Gehl's Co-op Advertising Plan ☐  
Have the Gehl representative call. . . . . ☐

Print Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_



# YARDLEY

...pioneer of improvements  
in plastic pipe  
now introduces

## NYLON INSERT FITTINGS

**TOUGH...**  
out-performs  
metal!



for use with **PLASTIC PIPE**

### MADE OF ZYTEL® NYLON RESIN

Manufactured in accordance with Yardley's exacting quality standards, these fittings are made of Du Pont Zytel nylon resin—the engineering material widely used for gears, cams and bearings. Each nylon fitting bears the seal of the National Sanitation Foundation.

### NYLON FITTINGS REPLACE ALL TYPES OF METAL

No need to stock metal fittings. The new Yardley Nylon fittings resist repeated impact blows of 42 ft. pounds — damaging blows to fittings made of brass or steel. Most sizes are priced below brass; resistance to corrosion is a big advantage over ferrous metals.

### GREATER OVERALL LENGTHS

Yardley's advanced design provides nylon fittings with shanks of greater overall length, longer than metal fittings, for extra clamping space. Yardley Nylon adaptors, couplings, tees and ells, for use with any ID flexible polyethylene pipe, are available in sizes: 1/2", 3/4", 1", 1 1/2" and 2".



**INSERT THREAD ADAPTER**  
Item No. 25AN



**INSERT COUPLING**  
Item No. 24AN



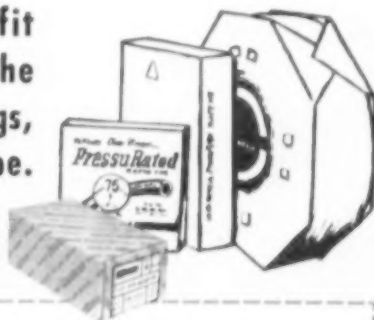
**INSERT ELBOW**  
Item No. 36AN



**INSERT TEE**  
Item No. 35AN

**NOW, greater-than-ever profit opportunities for you with the YARDLEY quality line of fittings, flexible and rigid plastic pipe.**

Yardley Nylon Insert Fittings are packaged in multi-colored cartons with high display visibility.



**MAIL  
THE  
COUPON  
TODAY**

### YARDLEY PLASTICS CO.

142 Parsons Avenue  
Columbus 15, Ohio

Send me complete information about Yardley Nylon insert fittings.

NAME

ADDRESS

CITY  ZONE  STATE

## Thornbrough Appointed President of M-H-F

W. E. PHILLIPS, chairman and chief executive officer, announces that the board of directors of Massey-Harris-Ferguson Limited, Racine, Wis., has appointed Albert A. Thornbrough as president of the company.

Associated with the farm equip-



A. A. Thornbrough

ment industry for the past 10 years, Thornbrough was a vice-president and director of Harry Ferguson, Inc., was named Massey-Harris-Ferguson executive vice-president in 1955, and appointed a director and placed in charge of the direct operation of the company, its divisions and subsidiaries in July 1956.

Thornbrough, a graduate of Kansas State College and Harvard University, has had broad experience in the agricultural field, including research work with the U. S. Department of Agriculture, and, during the early years of World War II, the organization of the Farm Machinery Branch of the Office of Price Administration in Washington.

## New Idea Division Makes Managerial Appointments

MANAGERIAL appointments in the New Idea Division of Avco Manufacturing, Coldwater, Ohio, have been announced by Blair Williams, assistant general manager.

R. B. McClarnon has been promoted from the position of assistant sales manager to general sales manager of New Idea. In his new capacity McClarnon will be in charge of the administration and supervision of all New Idea sales activities, including direction of



McClarnon



Boettger

the home office staff and field sales force of territory managers and company branches.

McClarnon joined New Idea in 1931 and since then has gained wide experience in service, field sales, branch management, product supervision and head office administrative work.

H. H. Boettger, formerly general sales manager, has been appointed to the New Idea general management staff to handle special assignments. Boettger has had more than 40 years experience in the farm implement industry, 22 years of which have been with New Idea.

## Papec Machine Appoints New Territory Manager

NEWLY - APPOINTED territory manager for Papec Machine Co., Shortsville, N. Y., is Harold F. Grimes, Crozet, Va. Working under



Harold F. Grimes

the home office, Grimes will be calling on farm implement dealers in Maryland, Virginia, and Delaware.

## Wholesalers and Manufacturers to Meet in Chicago, March 13-15

MORE THAN 900 short line and specialty farm equipment manufacturers have been invited to attend the Spring dating session and Factory Days to be conducted by the Farm Equipment Wholesalers Association in conjunction with its Spring Meeting at the Edgewater Beach Hotel in Chicago, March 13-15.

About 250 factories are expected to send more than 400 executive personnel to the FEWA event. The Dating Session, at which factory representatives are assisted in arranging schedules of interviews with FEWA members for Factory Days, will be conducted in the Grand Ballroom from 4:30 to 6:00 P.M. Wednesday, March 13, Executive Secretary Robert L. Shannon, Minneapolis, Minnesota, said. Interviews arranged at the Dating Session will be honored by the wholesalers on Thursday and Friday, March 14 and 15.

Among important FEWA activities planned for the spring meet-

ing is a conference of the wholesalers' Retailer Relations Committee headed by C. R. McMicken of B. Hayman Co., Inc., Los Angeles, Calif. The committee is expected to hear a final report on joint problems brought out in conferences with retailers and manufacturers at 17 regional points last year, and also will hear a preliminary report on the agenda to be brought before similar regional coordinating committee conferences for discussion this spring.

The Farm Equipment Wholesalers Association, which maintains offices at 1011 Lumber exchange Building, Minneapolis 1, Minn., has 77 members in the United States and Canada serving every state and dominion and the territory of Alaska. Organized in 1945, it has devoted its official strength to improving the manufacturing and wholesaling standards of sales and service to retailers who handle short line and specialty farm equipment.





## John Deere Announces Side-Delivery Rake

JOHN DEERE, Moline, Ill., announces the No. 350 PTO-driven side-delivery rake for 3-point or semi-integral hitching. The new rake is equipped with a right-angle reel for leaf-saving performance at speeds up to 6½ miles an hour and at higher speeds in crops where leaf loss is no problem. Its operator can match tractor speed exactly to the volume of hay being raked by using different tractor gears and throttle settings, the manufacturer states.

The rake works with any standard 3-point hitch or John Deere 800 Series 3-point hitch. A simple attachment converts the 3-point version to a semi-integral rake for use with tractors not equipped with a 3-point hitch.

Features as pointed out by the manufacturer include a four-bar, right-angle reel with 50 percent less forward movement of the hay compared with conventional rakes, teeth mounted closer together for cleaner raking, smooth V-belt reel drive, exclusive universal-joint-type tooth bar ends with white iron bearings for long life, and offset

strippers to protect the teeth. A jack stand is built in for convenient hitching and storage.



## Sales Outlook for 1957

(Continued on page 106)

tion has opened sales channels considerably.

Seventh, the facilities and sales and service organizations of farm equipment dealers today are the best in the history of our industry. Such strength will be reflected in increased sales during 1957.

These, then, are the reasons why I believe 1957 will be a good year. True, the year will not be without its problems. But aside from the weather, over which no one has control, few, if any, seem insurmountable.

In conclusion, I would like to say a word about the long-range future of our industry. All of us are aware of the changes that have occurred within American agriculture in recent years. The number of farms has decreased but their size has increased. There has

been a rapid shift in farm population to the city, leaving only about 10% of America's population on the farms today. We are told that changes such as these will continue in the future.

I am not at all fearful of what these sociological changes might mean to the farm equipment industry. The operation of larger farms will call for larger, more efficiently operating machines. And more and more emphasis will be placed on expanding the uses that can be made of single farm machine units, making them more versatile in operation. Such a trend will offset any loss in demand for farm equipment which may result from the reduction in the total number of farms in our country.

During past years, particularly since the end of World War II, modern farm equipment has adequately replaced on our nation's farms manpower which migrated in ever increasing numbers to the city. Should this migration continue, and we are told that it will, our industry will continue to provide the machines to do the job.

Economists and other experts forecast that, on the basis of what has taken place in the past, the population of America will reach the 210 million mark in 1975, more than 50 million over that of today. On the basis of today's standard of living, they anticipate a 50% increase in the demand for farm products in 1975. The job of supplying the food and the fiber needed to sustain this growing number of American people will rest with a farm labor force of about 5 million, down 1½ million from the present farm labor force.

If this job is to be done, more and better farm equipment will be needed.

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4278

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Hay Hooks 2 Types 3 Sizes

# Why leading farm machine builders specify **WISCONSIN *Heavy-Duty* *Air-Cooled* ENGINES** for their equipment...

It is a significant fact, and a source of pride to us as engine manufacturers, that the majority of America's leading farm machine builders specify Wisconsin Heavy-duty Air-Cooled Engines for their equipment. There are, of course, logical reasons for this impressive preference.

- Wisconsin Engines consistently deliver "Most H.P. Hours" of on-the-job power service, at lowest cost maintenance — proved by actual field service records.

- Heavy-Duty construction in all details provides the in-built stamina that stands up to the hardest service under all operating and weather conditions.

- *Top Quality* is consistently maintained in the manufacture of all Wisconsin Engines, from the smallest to the largest — an established production policy that has won universal recognition among builders and users of Wisconsin-powered equipment.

- Advanced engineering which includes basic High Torque design — the *usable power factor* that enables these engines to carry the load most advantageously and prevents stalling under sudden shock loads.

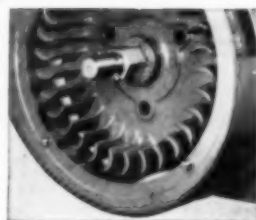
- Engineered to fit, most closely, all types of farm equipment within a 3 to 36 hp. range — *power to fit the machine; power to fit the job.*

- The complete facilities of our two plants are devoted exclusively to the design and manufacture of Heavy-Duty Air-Cooled Engines — *there is nothing to divert attention from this single purpose.*

- Wisconsin Engines are backed by competent service through more than 2,000 Authorized Service Stations in the United States and Canada as well as in 82 other countries throughout the world.

These are some of the reasons why it pays to specify, sell and use Wisconsin Heavy-Duty Air-Cooled Engines. Write for Bulletin S-195 covering all models.

**Features like these**  
provide better power performance, long engine life and low-cost maintenance



Efficient AIR COOLING at all temperatures from sub-zero to 140° F. (60° C.), supplied by a high-capacity flywheel fan.



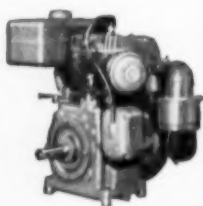
File-hard, self-cleaning tapered roller bearings at BOTH ends of the crankshaft (on all models) prevent bearing failure.



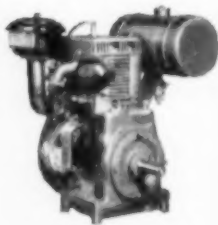
Rotary type, high tension, impulse-coupled Magneto is mounted on the OUTSIDE for better performance and easier servicing.



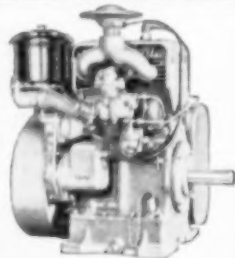
Pump-circulated constant level splash lubrication on smaller models; oil spray and individual oil stream to connecting rods on larger models.



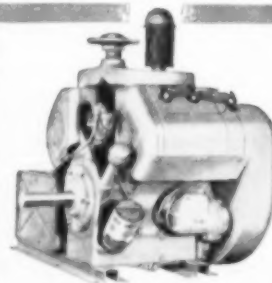
Models ACN, BKN 4-cycle single cyl., 2.3 to 6.8 hp.



Model AEN 8 1/4 hp. single cyl. Other singles: Models AFH, AGH, AHH, 6 to 9 hp.



Models TE, TF, TFD 2-cyl., 7 to 15 hp.



Models VE4, VF4, VH4, VG4D, V-type 4-cyl., 15 to 36 hp.

**MOST  
H.P. HOURS**

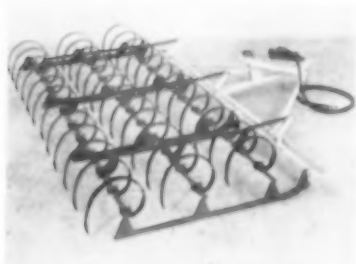


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MILWAUKEE 46, WISCONSIN

## IH Spring Tooth Harrow Available in Three Sizes

THE MCCORMICK No. 400 trailing spring tooth harrow is announced by International Harvester Co., 180 N. Michigan Ave., Chicago 1, Ill. The harrow is available in 3-, 10-, and 12-foot sizes with a choice of two tooth-spacings that work the ground, one every four inches and the other every six.



Tooth-clamps are secured by cup-point set screws for addition, removal, or re-positioning of teeth. Runners and front shoes are replaceable and the drawbar that extends fully across the front of the

harrow may be set at three different heights to assure level operation under a variety of speed and trash conditions, it was announced.

The No. 400, regularly equipped for use with any standard, double-acting, remote hydraulic cylinder, is available with lever controls for manual operation or a rope-controlled power-set device. While regular pointed teeth are standard equipment, quack grass, alfalfa, and teeth with replaceable points are available. A rear-mounted smoothing-bar can be attached for finish raking and leveling seed beds.

are lifted by the plant hands automatically and placed firmly in the soil. New type plant hands, equipped with roller bearings, provide smooth operation of plant pick-up and release, insuring accurate spacing of plants, according to the manufacturer.



## New "42" Transplanter Added to Powell Line

POWELL Manufacturing Co., Inc., Wilson, N. C., introduces the Powell "42" as the newest addition to its complete line of transplanters.

Incorporating the plant pick-up feature heretofore available only in the Powell "44", operators sort plants into a tray from which they

The "42" is equipped with the "Meter-Rite" valve with the expansion dome which is said to provide accurate, uniform water placement with each plant as conditions require.

The new Powell "42" is available in single and multiple row units.

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DIVISION OF ILLINOIS IRON & BOLT CO.  
CARPENTERSVILLE, ILLINOIS, U.S.A. (EST. 1873)

## IH 1957 Tractor Line

(Continued from page 109)

traction to the load and greatly reducing slippage. The bothersome chore of adding wheel weights is eliminated under most conditions, soil compaction is held to a minimum, and tire wear is reduced. Field tests with a Farmall 450 indicate traction control together with IH Torque Amplifier can boost the amount of work done in a day by as much as 20 percent by handling larger loads with less slippage and without stopping to shift to a lower gear.

The new Fast-Hitch is used with a single cylinder to raise or lower implements. This cylinder can be used to control all rear-mounted and front-mounted implements, the latter through the use of pull-rods connected to a rockshaft on the new hitch. The same Hydra-Touch valve used on this cylinder can be used to control a remote cylinder on pull-behind equipment. Hinged sockets incorporated in the hitch permit fast penetration of plows and similar implements and assure more uniform depth in uneven ground regardless of whether tractor front wheels are on a ridge or in a depression.

### "Models Unlimited"

In line with Harvester's slogan "Models Unlimited," now there are a Farmall 350 diesel model and an International 350 Utility diesel in addition to the "350", the 350 LP Gas, and the International 350 Utility tractors. Farmalls 450, 450 LP Gas, and 450 diesel are available in the four to five-plow class. These models are available with power-adjusted rear wheels, increased precision control of hydraulically-operated implements, easier operating clutch pedal, new push-button starting, auto-type steering wheel, and the new Fast-Hitch with Traction - Control. There's greater horsepower in all Farmall tractors from the Farmall 130 to the Farmall 450. This is also true of the International 130, 350 and W-450. There's a new one and two-valve Hydra-Touch hydraulic system for the Farmall 230.

As on earlier models, features such as Torque Amplifier drive, independent power take-off, and power steering are also available on the '57 tractors.

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**Southern  
Farm  
Equipment**

No. 2

FEBRUARY, 1957

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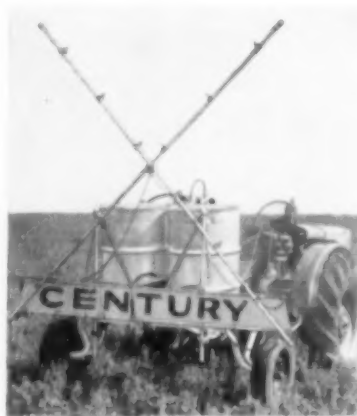
SOUTHERN HARDWARE

## Century Announces 3-Section Sprayer

To SIMPLIFY the problem of transporting and storing boom type sprayers, a new design is announced by Century Engineering Corp., Cedar Rapids, Iowa. Its

clearance is required than with an ordinary 4-row 2-section boom. Century reports that they have reduced the height clearance seven feet on this unit.

The new Century "A-3" is available in 6-, 8-, and 10-row sizes. It will fit any Century trailer including the new No. 1258 adjustable tread model which carries one to three oil drums or a 185-gallon tank.



new "A-3" line has a wide center with five rather than the customary three nozzles. This permits the boom arms or wings to be shorter and more stable.

The new design means that with an 8-row sprayer no more height

## CONVENTION DATES

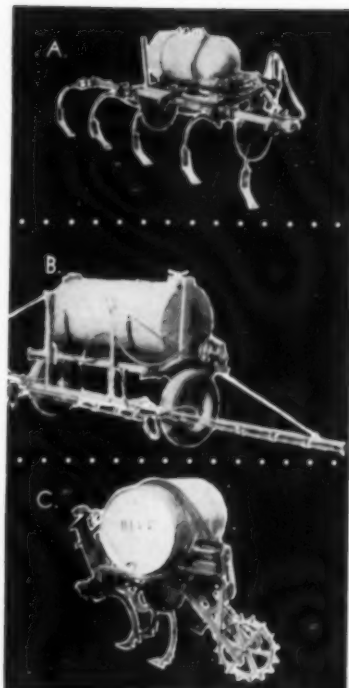
**Mar-Dei-Va**, Feb. 10-12, Emerson Hotel, Baltimore, Md. Secretary, Millard E. Eyler, Box 285, Winchester, Va.

**Oklahoma**, Feb. 3-5, Skirvin Hotel and State Fair Grounds, Oklahoma City, Okla. Secretary, Aaron Gritzmaker, 515 Midwest Bldg., Oklahoma City, Okla.

**Tri-State**, Feb. 10-12, Herring Hotel, Amarillo, Texas. Secretary, R. B. Allen, Canyon, Tex.

**Virginia**, Feb. 3-4, Hotel Roanoke, Roanoke, Va. Secretary, David Raine, 1103 E. Main St., Richmond, Va.





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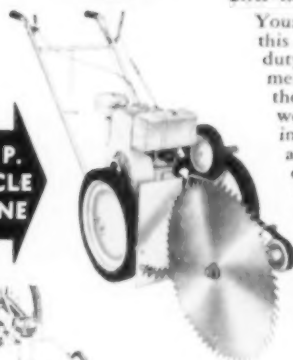
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Swain-A-Way Mfg. Co. 81  
Swisher Mower & Mach. Co. 96

## T

Tait Mfg. Co. 8  
Taylor Chain Co., S. G. 79  
Tennessee Coal, Iron & R. R. Co. 79  
Tractor & Implement Division Ford Motor Co. 8  
True Temper Corporation 8  
Tucker Duck & Rubber Co. 96  
Turnbuckles, Inc. 45  
Turpentine & Resin Factors, Inc. 58

## U

Unifilter Co. 8  
Union Fork & Hoe Co. Front Cover  
United States Rubber Co. (Cycle Tire Dept.) 8  
United States Steel Corp. 16  
United States Steel Corp. 16  
Coal Chemicals Div. 16  
UMCO Corp. 78  
Universal Converting Corp. 74  
Upson, Bill 80  
Upson Brothers, Inc. 80  
Utica Drop Forge & Tool Co. 8

## V

Vaden Products Co. 8  
Victor Saw Works, Inc. 8  
Virginia Mfg. Co. 80  
Vibrok Tool Co. 8

## W

Want Ads 90  
Warr Brothers 90  
Washburn Co. 88  
Water Master Co. 88  
Weber Lifeline Fly Co. 61  
Wickwire Bros., Inc. 61  
Wickwire Spencer Steel 61  
Div. of The Colorado Fuel Iron Corp. 61  
Wire Products Company 48  
Wisconsin Motor Corp. 422  
Wood Shovel Tool Co. 71  
Woonster Rubber Co. 71  
Wright Steel Wire Co., G. F. 75  
Wyatt Mfg. Co. 125

## Y

Yale & Towne Mfg. Co. 83  
Yardley Plastics Co. 119

## Z

Zeebo Company 8



## King of the hill

Every year manufacturers battle for top place in tractor engineering and design. And every year the leader turns back the challenge.

The story's the same in 1957. Others imitate the original Ferguson System but they still lag behind. Because now the *advanced* Ferguson System gives farmers the improved control over tractor power that they need and want.

With a Ferguson, the farmer gets full use of power automatically. No dollars spent for wasted

fuel. No tedious, separate adjustments to make in the field. The Ferguson is recognized as the one tractor with a completely integrated hydraulic system.

It's a pleasure to operate a new Ferguson. And it's a pleasure to handle this line of five great models, all with the advanced Ferguson System. If you are interested in a franchise that holds tractor leadership, wire or write: *Ferguson, Racine, Wisconsin.*

# Ferguson



Business Is **BOOMING**

**NOVEMBER  
DECEMBER  
1956 Sales**

**UP 62%**

**JANUARY  
FEBRUARY  
1957 Sales**

**UP 97%**

**FIRM  
ORDERS**

### **HERE'S WHY!**

This year's ROTOTILLERS are the best ever. 7 great, saleable models to work any size garden from 15 feet to 15 acres. Dealer territories are scrupulously protected. National advertising and a generous program of local cooperative dealer advertising add to the many other advantages that make the ROTOTILLER franchise desirable. If you can measure up to ROTOTILLER standards and the territory is open, we want you. Increased production now makes possible a larger dealer organization. Even if you've been in touch with us before, write for 1957 particulars.

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At the New York Show  
February 17, 18, 19**

**ROTOTILLER, Inc.  
Dept. M-4 TROY, N. Y.**





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# Red Devil Tools

## for "HOOK" and "BIG HAND" SCRAPERS

Combined Lines Have Tools for Every Scraping Purpose

Red Devil, Hook, and Big Hand Scrapers are now selling side by side.

By acquiring Hook Scraper Mfg. Co., a leading maker of high quality tools since 1927, Red Devil Tools has brought together America's two most popular lines of scrapers.

The Red Devil and Hook lines complement each other, and every retailer can

profit from both. Red Devil Scrapers are general use tools for the removal of paint and other heavy surface materials from wood. Hook Scrapers are generally used for finishing. There is a Big Hand Crack Scraper for plaster. All have replaceable blades.

All are members of Red Devil's growing family of fine, fast-selling tools.

### HOOK

#### Red Devil - Hook

##### FINISHING SCRAPER No. 15

The 1-5/16" wide cutting edge makes this scraper ideal for use on window slides and in other confined places. It's handy, too, for easing sticky windows, doors, and drawers.



#### Red Devil - Hook

##### FINISHING SCRAPER No. 75

This is the tool to use for scraping borders, closets, and door saddles when machine-sanding floors. Fast and smooth cuts made easy by pistol grip handle and angle of hooked cutting edge. Cutting edge 2 1/2" wide.



#### Red Devil - Hook

##### FINISHING SCRAPER No. 25

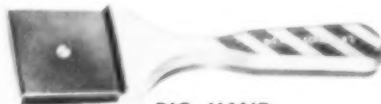
This is the tool for fine scraping and finishing. Handle shape gives perfect control of 2 1/2" cutting edge. It's ideal for cabinet work, refinishing fine wood surfaces, and paneling. Cutters (blades) come in 1-5/16" and 3/4" widths.



#### Red Devil - Hook

##### FINISHING SCRAPER No. 3425

A professional tool, with reversible cutter head. A twist of the knob permits easy change from 2 1/2" cutting edge to 3 1/4". Handle gives powerful leverage and good control. Recommended for floors, decks, boat hulls, and other large surfaces. Narrow edge for fast scraping; wide edge for smooth finishing.



#### BIG HAND SCRAPERS No. 1 & No. 2

Here's a rugged, fast-cutting scraper for removing heavy coats of paint, varnish, shellac, and glue. Four cutting edges; two are serrated for rough cuts. Two are straight for finishing. Edges on No. 1 are 1 3/8" wide; on No. 2 2 1/2" wide.



#### BIG HAND CRACK SCRAPER

Designed for wall and ceiling plaster repair work, these self-sharpening cutters produce clean, V-shaped grooves. Handle permits up and down strokes on walls and overhead on ceilings.

Red Devil's Policy of Full 40% Discount to Dealer Applies on All Hook and Big Hand Products

A PRODUCT OF

**Red Devil Tools.**

UNION, N. J., U.S.A.

World's largest manufacturer of Painter's and Glazier's Tools since 1872



# you can sell up to 10 times more with **HYDE CARDOSELLS**<sup>®</sup>

INDIVIDUALLY CARDED FIX-UP PAINT-UP TOOLS



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- A. C105 — 6 ea. of 8 types putties and scrapers
- B. C100 — 6 ea. of 16 types putties, scrapers, etc.
- C. C106 — 6 ea. of 8 types putties and scrapers
- D. C108BH\* — 6 ea. of 4-5-6" plus 2-10" joint knives
- E. C107 — 6 ea. of paint scrapers and extra blades
- F. C108 — 6 ea. of 4-5-6" plus 2-10" joint knives

\*Brass Hammerhead line

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